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OPPORTUNITY FOR NOV. 1958

FORECAST:
1959 ... p. 75

■
New in this issue:

Building
with Brains
... p. 17



for Mr. Medium and Mr. Small

NEW... Surface Mounted **NuTone Ceiling Heaters**

RADIANT HEAT IN THE CEILING... FOR COMFORT AND SAFETY!



Only NuTone heats
all the way down
to the floor level

Ordinary heaters
are limited to 80°
temperature... at
upper level only!

Model
928

**INSTANT HEAT
HUGS THE CEILING!**

- EXTRA SALES APPEAL for your homes.
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- For warm bathrooms on chilly mornings.
.....
- Heats 2 ways... with DIRECT HEAT from
element... and with REFLECTED HEAT.
.....
- ENCLOSED Armored Heating Element.
.....
- 1000 Watts... Only 9 inches high.
.....
- Radiates heat ALL THE WAY DOWN to
the floor... (not just limited to upper level).
.....
- Mounts like a standard lighting fixture.
.....
- Anodized Aluminum... resists corrosion.
.....
- ONLY \$18.95 list... No extra heat bulbs
or elements needed (which increase cost).

Write for Catalog & Installation Data.

NUTONE, Inc., Dept AB-11, Cincinnati 27, Ohio

Name _____

Address _____

City _____ Zone _____ State _____

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CSA Approved

introducing
KWIKSET

Imperial
LINE
LOCKSETS

The sculptured styling of
Kwikset's new "Imperial"
line locksets, places lockmaking
in the realm of fine art.

More than functionally perfect,
they are graceful adornments,
artistically fashioned to enhance

the appearance and value of the finest residential and commercial
buildings. Kwikset "Imperial" line locksets are available in two
distinctive designs, the Balboa (model shown) and the Catalina.

Write for illustrated catalog.



kwikset  *locksets*

KWIKSET SALES AND SERVICE COMPANY
A SUBSIDIARY OF THE AMERICAN HARDWARE CORPORATION
IRVINE, CALIFORNIA



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thriftee way to install trouble-free pocket doors

Low cost • Goes up fast • Warp-proofs the wall pocket
• Eliminates callbacks • Makes door slide smooth, quiet, easy

All-steel adjustable header.
Easy to level.

Sturdy steel track is factory-installed in header... saves time and work. Cadmium plated steel hangers. Twin $\frac{3}{8}$ " nylon wheels with oiled-for-life bronze bearings. Doors can be hung or removed with hangers attached.

All-steel upright jambs attach easily to header. Simple to plumb.

All-steel header with adjustable mounting brackets.

Large rubber bumper cushions door in pocket. Limits sliding action of door so that pull is always accessible.

New floor plate for steel jambs makes installation simpler.

Nylon door guides fasten to finished jambs with two screws.

Packaged for standard 2 x 4 dry wall or plaster wall construction. Complete set includes header with pre-fastened track, upright jambs, twin-wheeled hangers, rubber bumper, floor plate, door guides plus all screws — instructions.

Another Thriftee-priced product
with the fine quality of expensive hardware

For literature and prices write to:

John Sterling Corporation
RICHMOND, ILLINOIS

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

Department of brains

You've heard of building with blood, sweat, toil and elbow grease . . . with hammers, saws, planes . . . with bricks, boards, cement.

But maybe the most important stuff that goes into a building is *brains*. Especially today.

Right now, some of the smartest builders in the country are doing some of the smartest things we've ever seen to keep down their costs.

We claim they're **BUILDING WITH BRAINS** . . . and we're starting a new department of that name on page 17 of this issue.

A woman's place

Is there a woman in your life? If so, why not let her look over the plans for your next model home? She's bound to come up with a few good suggestions—things that only a woman will think of. Maybe your kitchen cabinets are too high for easy "reachability." Or, perhaps she'll be able to suggest a more convenient kitchen traffic pattern.

Many builders survey prospective women buyers on what they like or don't like in their houses after they're built. Why not get a woman's advice before your model goes up? And, speaking of advice from women, next month we'll tell you about what went on at the two Women's Housing Congresses held last month in Washington.

Opportunity in advertising

Budget planning time is here again. When you're planning yours, don't forget to allow enough \$\$\$ for advertising and promotion. Whenever business looks up and sales get easier (as has been the case these past few months) there's a strong tendency to pull back on advertising.

But don't be fooled. The need for top-notch ads never passes. And when you're planning how to advertise, don't forget that radio and TV set sales have been zooming. If you've never used these media, it may pay to look into them.

Attracting new prospects

Speaking of advertising, another good reason to keep yours up is that there's a constant flow of newcomers into your area. According to the Census bureau, one out of five Americans shifts homes (and apartments) each year.

Young adults—and they're the ones most interested in buying a new home—were reported the most mobile with 41 per cent of persons 20 to 24 years old moving within the survey year ending April, 1957. In that one-year period, 31.8 million persons—or 19.4 per cent of the U.S. population—moved. A lot of these "movers" take temporary quarters until they find the home they're looking for. Generally they locate that home by watching and listening to ads.

A good follow-up

Here's an excellent "public relations" tip from Bob Schmitt, Berea, Ohio, builder. When he completes a house, he leaves some paint, extra floor tiles and a few shingles behind. They're appreciated by his buyers when a few "fix-up" jobs come along. It's a good idea to insure a good relationship with your buyers. They're your best salesmen.

"Bugged" for sound

Did you ever think of putting electronics to work for you? That's what California builder Paul Perkins did. In a 30-day period, he tape recorded some 30,000 comments from the thousands of visitors to his model homes. This careful eavesdropping showed him that features, rather than design, sell a house.

Some of the remarks indicated that: buyers want homes that are "not modern" in exterior but "borrowed from the contemporary" for interiors: fireplaces that go all the way to the ceiling; and natural grain wood for kitchen cabinets and bathroom walls to reduce reflected light. He'll use these "suggestions" in future models.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.
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Textolite Ideas



Courtesy United Metal Cabinet Corp.; national sales office, N.Y., N.Y.; factory, Pottsville, Penn.

Colorful General Electric Textolite[®] used as door facing on steel kitchen cabinets

United Metal Cabinet Corp., bonds Textolite to steel—provides extra-strong, easy-to-clean kitchen surfaces in luxury 19-story apartment building

Here's a *selling* idea that really works: these rugged steel cabinets, built by United Metal Cabinet Corp. of New York City, have bright, easy-to-install, Textolite surfacing on doors, end-panels, and counters.

Standard in every kitchen of this luxury apartment building, it's one of the most talked about features offered. Wives especially appreciate the practical advantages of Textolite: cleaning ease . . .

scratch- and stain-resistance . . . years of fresh, fade-proof beauty for their kitchens.

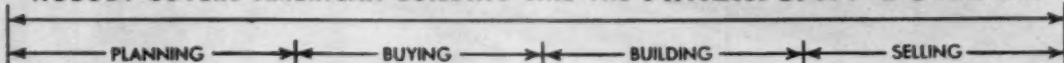
Why not put General Electric Textolite to work for you? See the full line of patterns in Sweet's Light Construction File, Cat. 7e/Ge. For expert advice on specific applications, call your Textolite dealer (listed in the Yellow Pages under "Plastics"); or write to Laminated Products Department, Section AB-811, General Electric Co., Coshocton, Ohio.



This 19-story penthouse and luxury apartment residence at 50 E. 79th St., N.Y.C., built by Fisher Brothers, features Textolite surfaced cabinets in every kitchen.

Textolite
LAMINATED SURFACING
GENERAL  ELECTRIC

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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LIF-T-VIEW STYLE

**Better from
the Inside**



**Better from
the outside**



LIF-T-VIEW STYLE

They are **BETTER FROM THE INSIDE** because they operate with new finger-touch ease, provide year-'round weather protection, and they lift out for easy cleaning . . . inside the home.

They are **BETTER FROM THE OUTSIDE** because they are styled to individualize homes. Lif-T-View style shown here is one of many custom designs, offered at ordinary window prices.

See your local lumber dealer or write

R.O.W. SALES COMPANY • 1353 ACADEMY • FERNDAL 20, MICHIGAN

Advertising

"The better you buy—the better you build—the better you sell" ©

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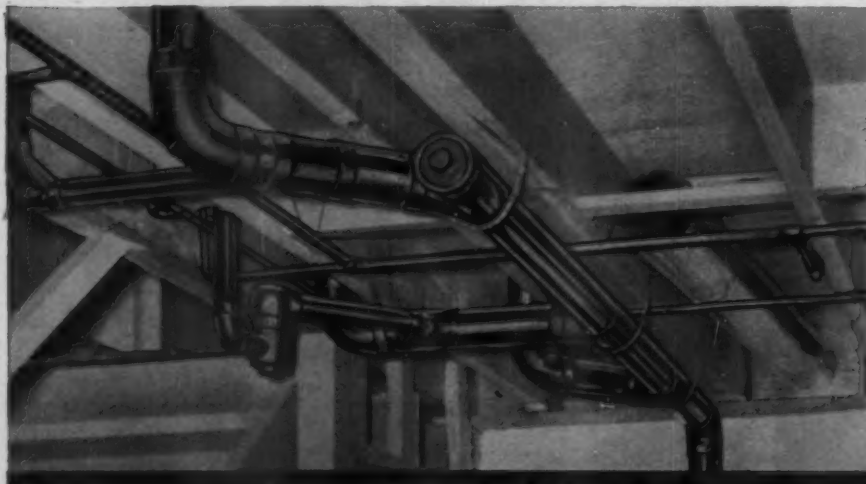
L to R.—Frank Couchois, Lloyd Miller, Robert Miles.



In all the homes now being built in the rapidly growing Hillbrook Park subdivision in the Greater Lansing, Michigan, area, Mueller Brass Co. Streamline copper tube and fittings are being used for both supply and drainage plumbing. Frank Couchois and Lloyd Miller, the experienced builders and developers of Hillbrook Park, have incorporated every possible functional feature in their homes . . . that's why they use Streamline DWV tube and fittings. They feel that copper is more versatile and gives them more space to work with as well as being an important factor in selling their homes. Miles Plumbing & Heating, in Lansing, handles all the

plumbing work for Couchois & Miller on this project. Bob Miles, who has pioneered the use of copper for drainage in the Lansing area, likes the looks of copper, the light weight and the fact that his men aren't tired after a day's work with Streamline tube and fittings.

Mueller Brass Co. offers a complete range of solder-type fittings, cost valves and K,L,M and DWV tube for every piping need. All tube is color coded for your protection . . . type "M" is coded Red . . . type "L", Blue, type "K", Green and DWV is coded Yellow.



Send for your free "See For Yourself" sample kit and new Cost Comparison Book. See why Streamline wrought copper tube and fittings are easier to assemble and solder . . . compare them with any other fitting. The new Streamline Cost Comparison Book shows why it costs less for you to use Streamline copper tube and fittings for both drainage and supply plumbing.

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MUELLER BRASS CO. PORT HURON 10, MICHIGAN

AMERICAN BUILDER Impact

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

"Pre-sold?"

... If a product is "pre-sold," why is it necessary to advertise the product? Likewise, if a product is "pre-sold," why is it necessary to advise the salesman that this product has been pre-sold?

If, Mr. Manufacturer, your product is "pre-sold," why not just send the salesman the commission? Or why not eliminate the salesman, since the product appears to have been sold without his services, and, it logically follows, without paying him a commission?

It is the opinion of the writer that the word "Pre-conditioned" would serve much better.

Henry G. Lenz
Manufacturers' Representative
Washington, Mo.

"Time-Saver"

... I admire the way you boiled down "the Ed Carr pier slab story," August, p. 146, to the essentials. I see now how the "time-saver" gets on your masthead. ...

Donald M. Gehring
Public Relations Director
Wire Reinforcement Institute
Washington, D.C.

Phoenix Medallions

Please accept our compliments on the fine coverage given the Medallion Homes in Phoenix. We are merchandising reprints to utility and manufacturer executives, and also will service requests received by your office.

Paul F. Gavaghan
Supervisor Press Relations
Live Better Electrically Project
New York, N.Y.

You're welcome!

Just a brief "Thank You" to let you know we appreciate the manner in which your Reader's Service Department is forwarding inquiries to us. ...

You can probably appreciate

the infinite variety of models of electric generating plants we manufacture. ... So you can see how simple it might be for one of your readers to get information on the wrong type of Onan Product. But not when your Reader's Service Department sends us inquiries the way they do! They come to us clearly identified. ...

Just thought you'd like to know that your diligent efforts are not in vain. You can be confident that your readers get the information they ask for ... and promptly!

Virgil C. Gilbertson
Manager, Product Publicity
D. W. Onan & Sons Inc.
Minneapolis, Minn.

SCR masonry process

... Your recent outstanding article on the "SCR masonry process" ... has created more interest than any other single item ever published on the "process."

To date we have had over 75 direct requests on the "process" from readers of your article. At least five of these readers have

already purchased equipment. ... The impact among members of our industry has also been terrific.

C. E. Garton
Supervisor, Field Operations
Structural Clay Products Research
Foundation

Geneva, Ill.

Lighting standards

We want to express the appreciation of the home lighting fixture industry for the excellent job you have done in informing a large section of the building industry about the AHLI Light for Living Standards.

As of today, 653 architectural, builder, and other firms have requested copies of the standards. This is a help to the Institute and a definite proof of interest on the part of your readers in your publication. You are to be commended for publishing a magazine which can generate such a response.

Ted Cox
Managing Director
American Home Lighting Institute
Chicago, Ill.





This Might Be All The Heating Plant Needed To Keep The Barn (Or a House) Warm!

A cow or horse produces 1800 to 3700 Btu's an hour. Human beings are also heat producers, 300 to 750 Btu's an hour. The trick is to keep the barn or house from *losing* heat. Scientific multiple aluminum drastically retards heat loss from buildings in winter, and heat flow inward in summer.

Where buildings for *human* occupants are heated, cutting down heat loss is vital. Health and comfort are involved, as well as the money spent on fuel and heating equipment.

Type 9, nine parallel, aluminum, reflective spaces, equals $7\frac{3}{4}$ " of non-metallic insulation for UP-HEAT FLOW, $11\frac{1}{4}$ " for DOWN-HEAT FLOW.

Type 4, two inexpensive, tough outer sheets made of aluminum laminated to fiber plus a center layer of foil, all $\frac{1}{4}$ " apart, comprising 4 parallel, joist-to-joist reflective spaces, create the following insulation equivalents:

UP-HEAT - - $3\frac{1}{2}$ " non-metallic insulation* (C. .105)*

WALL-HEAT - - $4\frac{1}{2}$ " non metallic insulation* (C. .068)*

DOWN-HEAT - $8\frac{1}{2}$ " non-metallic insulation* (C. .038)*

WHY MULTIPLE ALUMINUM IS EFFECTIVE

Its aluminum surfaces have a heat ray reflectance of 97%; absorptance and emittance of only 3%. In addition to reflecting heat by Radiation, which accounts for 67% to 93% of all heat flow across building spaces depending on direction, the layers of aluminum, fiber, and air-spaces retard Convection or movement of warm air. The layers of low density air spaces have slight Conduction. The aluminum layers, long and *continuous*, are almost impervious to water vapor. Infiltration under flanges is slight.

Condensation on or within this insulation is minimized by the scientific construction of multiple, joist-to-joist aluminum and air spaces.

Answers to problems of insulating of farm, residential, commercial and industrial buildings are readily available. The subject is among those interestingly discussed by Alexander Schwartz in "Heat Flow by Radiation in Buildings." It is yours for the asking. Use coupon.

THERMAL VALUES* INFRA PARALLEL INSULATIONS

Non-metallic Insulation Equivalents†

	UP-HEAT	DOWN-HEAT	Cost‡
TYPE 3	C.143= $2\frac{1}{2}$ "	C.046= $7\frac{1}{2}$ "	$3\frac{1}{2}$ ¢ sq. ft.
TYPE 4	C.105= $3\frac{1}{2}$ "	C.038= $8\frac{1}{2}$ "	5¢ sq. ft.
TYPE 5	C.081= $4\frac{1}{2}$ "	C.034= $9\frac{1}{2}$ "	6¢ sq. ft.
TYPE 6	C.068= $4\frac{1}{2}$ "	C.034= $9\frac{1}{2}$ "	7¢ sq. ft.
TYPE 9	C.043= $7\frac{3}{4}$ "	C.029= $11\frac{1}{4}$ "	12¢ sq. ft.

Types 1, 2, 7, 8 also available

*Determined by method of National Bureau of Standards in N.H.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-1-321b; HH-1-585; HH-1-521c; HH-1-551a.

‡Average installation rate is 2000 sq. ft. per day per man.

CAN BE PURCHASED THROUGH YOUR PREFERRED LOCAL DEALER.

Infra Insulation Inc., 525 Bway., N. Y., N. Y. Dept. B-11

Please send ☐ "Heat Flow by Radiation." ☐ Samples.

NAME _____

FIRM _____

KIND OF BUSINESS _____

ADDRESS _____

The Building Outlook

FHA has a new method of handling commitments.

What does it mean? How will it affect you?

Here's a press-time report.

FHA's new ruling on commitments:

The home-building industry was startled last month when FHA announced a new method for issuing commitments. Under the new procedure a commitment will not be made until actually needed. The system involves use of a "letter of agreement to insure."

Basically, the new ruling applies to conditional commitments across the board when buyers are not known. A letter of agreement will be issued. Attacher to this "letter" will be an unsigned, undated commitment (to be filled in at such a time as the buyer is definitely designated.) Commissioner Mason blamed the change on "extraordinary demands of a rapidly expanding market in existing houses."

"The need for the new procedure comes about because applications are being received by FHA field offices for the insurance of loans on older houses at a rate more than double of last year," Mason said. "A large percentage of these applications do not involve an actual sale but are trade-in houses . . . for which buyers have not yet been found."

No home buyer who is actually buying a specific house or wants to build one will be retarded, according to Mason. It was explained that the new "agreement to insure" can be converted into an insurance commitment as the insurance fund revolves and as outstanding commitments expire.

AN 8-POINT housing program should be up for discussion soon after Congress convenes. Sen. Lyndon B. Johnson (D-Tex.) made this clear at NAHB's Fall director's meeting in San Antonio. Johnson's power as majority leader will speed the bill's introduction. The 8 points: (1) extension and expansion of VA; (2) reappraisal of down payment and maximum maturity of loans; (3) an increase in FHA insurance authorizations; (4) extension of the property improvement program; (5) an easier trade-in program; (6) new housing program for senior citizens; (7) re-examination of urban renewal; (8) an increased revolving fund for college housing.

Statement from Nels Severin, pres., NAHB:

"NAHB is deeply concerned about the fact that FHA's authorization was allowed to elapse. It should have been anticipated by the people in charge of FHA . . . before the adjournment of Congress so this action would have been unnecessary. It's the first time in FHA's history that this has occurred.

"We know this action was caused by the very high volume of applications for existing homes and we have been in a conference with Norman Mason and Cyrus Sweet of FHA. They have led us to believe that by adoption of a 5-point program outlined to them, they will be able to stretch existing authority much further than they could have."

Here's NAHB's 5-point program, prepared under the direction of Carl Mitnick, 1st vice president:

1. Only issue commitments on existing construction where actual sale has been made. However, where no actual sale exists, Agreements to Insure will be issued.
2. FHA will honor letters of intent. This is in the case where the builder has been given a letter by an FHA office (prior to the new ruling) that his FHA application was being processed and that commitments would be subsequently issued.
3. FHA will issue commitments for pending applications for new construction from time to time as status of authorization permits, but only (in) such amount as may reasonably be considered. FHA is seeking a formula. We urge local directors' discretion.
4. Every effort is to be made to recapture unused commitments.
5. Where a builder surrenders commitments he is not using immediately, he will receive Agreements to Insure instead of direct cancellation.



Sell homes fast—keep competitive—by offering optional cooling! This TRANE Climate Changer heats and cools. The warm air furnace (lower section) is designed from the beginning to go with cooling. Complete range of heating sizes from 77,000 to 154,000 Btu. Gas-fired. Cooling unit (top section) may be added later. 2, 3 and 5-ton sizes to cool any home.

Now! Offer year around heating-cooling— and still keep your home prices competitive

*New Trane Climate Changer units give you
optional cooling to go with any heating system*

Now TRANE makes it possible for you to give your home-buyer customers their choice of heating—warm air or hot water—with cooling now or later!

TRANE Climate Changer equipment is versatile: there are TRANE Warm Air Furnaces—designed from the beginning to go with cooling. Adding bonnet or duct cooling units makes them year-around Climate Changers! And there are fan-coil type cooling units to go with TRANE Baseboard or other types of wet heat.

This means you'll enjoy complete flexibility to meet your buyer's individual needs and preferences—and still keep your prices in line for competitive selling. Whether heating is hot water or warm air, cooling can be an *optional* feature. When cooling is added, it is *matched* equipment, designed from the beginning to do a quality job in conjunction with the heating system chosen.

Designed and built by the company that has air conditioned everything from skyscrapers to jet planes, TRANE Climate Changers are rugged, dependable, easy to install. And every TRANE installation is handled by a carefully selected and experienced engineering contractor.

So for heating-cooling equipment that upholds your reputation as a quality builder, using quality materials and equipment, turn to TRANE! For information, call your TRANE Sales Office. Or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

**MANUFACTURING ENGINEERS OF AIR
CONDITIONING, HEATING, VENTILATING AND
HEAT TRANSFER EQUIPMENT**

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA.
CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN.
TRANE COMPANY OF CANADA, LIMITED, TORONTO • 97 U.S. AND 19 CANADIAN OFFICES



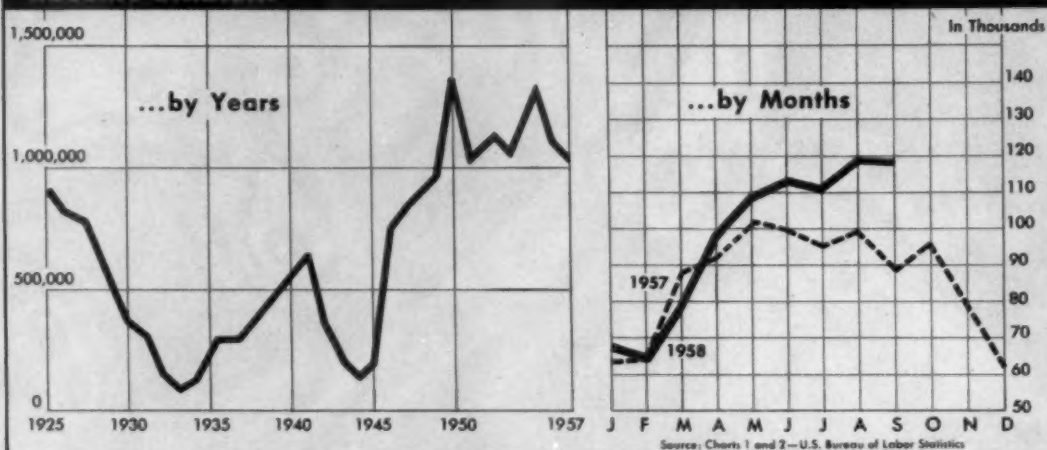
Cool with any heating system! This Climate Changer fan-coil unit fits into just 5 square feet in attic, utility room, basement or garage. Ideal for use with TRANE Baseboard and other types of wet heat systems. Sizes to cool any home or small commercial building.

Needs no water! Condenser and compressor unit for TRANE Climate Changers described above is air-cooled . . . eliminates water supply and disposal problems. Installed outside the home or building. Features high capacity, quiet operation, small dimensions.



Pulse of Building

HOUSING STARTS...



Interpretations: **1** **118,000 STARTS IN SEPTEMBER** reflected a seasonally adjusted annual rate (private and public) of 1,270,000—highest since Oct., 1955. The rate averaged over 1,100,000 for the first 9 months of 1958.

Indications are that starts for the balance of '58 will stay close to or above the high Sept. rate. Sept. FHA applications hit a new '58 peak. Requests for VA appraisals have held fairly close to the May high. Yet starts have edged up very slowly. This leaves a large backlog of units still to get underway. In addition, building permit authorizations rose a little in Sept., counter to usual trends. This increase occurred even in economically-depressed areas. Next year's outlook is not as clear, due to expected tighter money.

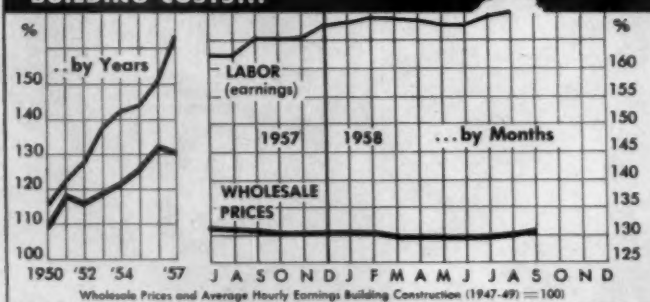
15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during the first six months of 1958. (BLS)*

	Units	% Change Jan.-June 1957-58
Los Angeles	39,554	-13
New York	35,807	+18
Chicago	18,490	-19
San Francisco	11,340	+24
Washington	10,281	+49
San Diego	10,201	+26
Detroit	9,328	-25
Miami	9,147	-9
Philadelphia	8,694	-10
Phoenix	7,972	+50
Denver	5,532	+36
Baltimore	5,271	-34
Atlanta	4,962	+22
Seattle	4,697	+25
Cleveland	4,189	-26

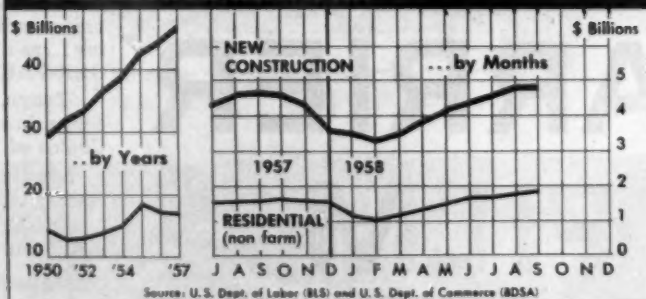
* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.

BUILDING COSTS...



2 **A NEW RECORD WAS SET** by the materials price index in September as prices rose substantially for lumber, copper products and asphalt roofing. Hourly earnings also were at a peak during August.

CONSTRUCTION ACTIVITY...



3 **RECORD OUTLAYS OF \$4.8 BILLION** for new construction reflected special strength in housing and highways. There were no declines (seasonally adjusted) except for private plant and office building.



LOW-COST WATER-VAPOR CONTROL

hand-locked into every home for a lifetime



ARCHITECT: ELEANORE PETTERSEN, A. I. A.

SPECIFY

Ger-Pak® Virgin Polyethylene

BARRIER FILM

Plan it, build it as though *you* were going to live in it. Naturally that means superior protection against water-vapor damage.

This kind of protection plus versatility unlimited is yours with GER-PAK virgin polyethylene film. As a membrane under concrete slabs or as blanket for concrete curing... as a liner over sub-flooring or as cover for materials, GER-PAK film is the on-the-job favorite.

Tough, lightweight and inexpensive, GER-PAK film comes in sizes from 10 in. for flashing up to 40 ft. wide. Choice of BLACK, NATURAL and opaque WHITE.

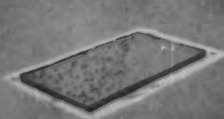
Specify satisfaction for you and the homeowner... specify GER-PAK film at your dealer's.

FREE samples and informative brochure yours for the writing.

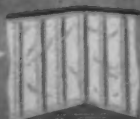
DESIGNED TO MEET FHA REQUIREMENTS



GER-PAK—the short way to say superior polyethylene film



Under Concrete Slabs



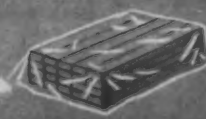
Over Studding



Lining Crawl Spaces



Concealed Flashing



Material Protection

GER-PAK®

Virgin Polyethylene Film

GERING PRODUCTS INC., Kenilworth, New Jersey

Tomorrow's House

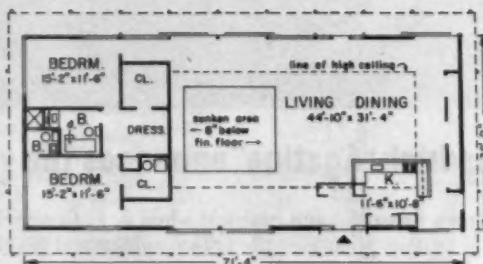


NEW CONCEPT for easy conversation: chairs grouped around an 8" sunken area. Note open plan.

Shape of things to come: the low, glass house

Although years ahead in design, this house was built by today's fastest growing building method: prefabricating.

Girders, walls and roof panels are prefabricated from fir plywood. Basic roof support comes from the girders which span 32' across the living room. Wall panels have a honeycomb core of impregnated paper and plywood skins.



SLEEK, low house is encased in glass. It's located in Sarasota, Fla. Architect: Paul Rudolph.

VINYL RUBBER

now ONE tile combines
the advantages of BOTH

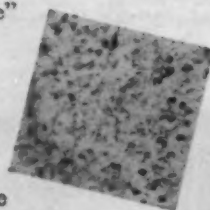


New B.F. Goodrich "Agatine" enhances the value and appearance of your homes!

Any interior is more beautiful and practical when B. F. Goodrich "Agatine" is at the bottom of it. This great new tile is *both* rubber and vinyl. It feels like rubber underfoot . . . but it *cleans* and *wears* like vinyl.

Home-buyers like its **easy cleanability**—a damp mop makes it sparkle. And they go for the stunning design that goes clear through the tile. Grease and other common spillages can't harm it. In fact, it's so tough it will actually outlast the house.

9" x 9" tiles in economical 80 gage or 1/8"—for on or above grade. For more information, write The B. F. Goodrich Company, Flooring Products, Watertown 72, Mass., Dept. AB-11.



"Agatine"
VINYL
FLOOR TILE

B.F. Goodrich *flooring products*

Building with Brains

Here's a collection of 12 ideas showing how American ingenuity is licking rising costs

The hottest technical subject for builders today is how to cut construction costs. That's the subject we'll cover every month in this new front-of-the-book department. We'll review the best "trends" and new "ideas" on specific areas of construction. For example, next month we'll give you the best "construction folklore" that exists on the subject of trusses. You can test yourself on the items that appear month in and month out. If, after you've gone through them, you find there's nothing new to you that will save you dollars—then you are really building with brains. If you have any suggestions or a subject you would like covered in a future article, let us hear from you. Tell us how you lick costs.

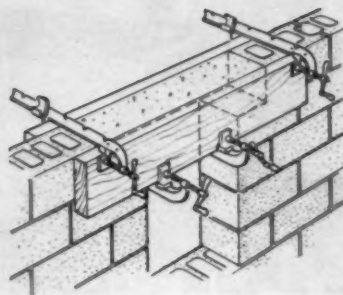


Design prefab savings into plumbing system

Field surveys made by Chase Brass & Copper have shown numerous examples of potential savings in prefabricated plumbing assemblies and sub-assemblies. It's felt that the chance for savings here is much greater than in most other building operations. All too often, the builder does not recognize the part he can play in utilizing prefabrication to decrease construction costs. Working with his plumber, he can aid him in designing his jigs so that on-the-job labor is held to a minimum. Coordination of floor layouts with fixtures is the big key to these savings.

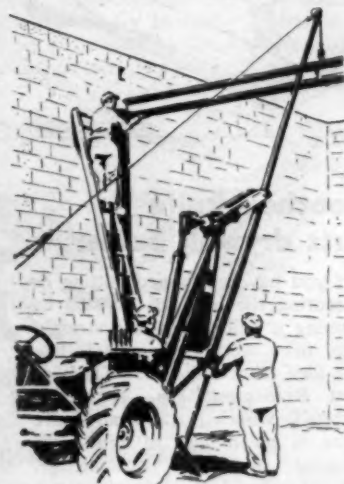
Back hoe attachment doubles as a hoist

"We use our back hoe attachment for hoisting steel "I" beams," says H. A. Epp, Southampton, Pa. "We can lift more than a ton, but feel this is the maximum for safety." How it is rigged up: the bucket is removed and a sleeve installed in the upper part of the boom. This sleeve is a 3" pipe telescoped into a 4" pipe with legs to be set on the base of the back hoe. A hand-operated winch is attached to the boom, which is a big time-saver. It is easily raised and moved about to the proper position for lifting, yet requires no lines for bracing.

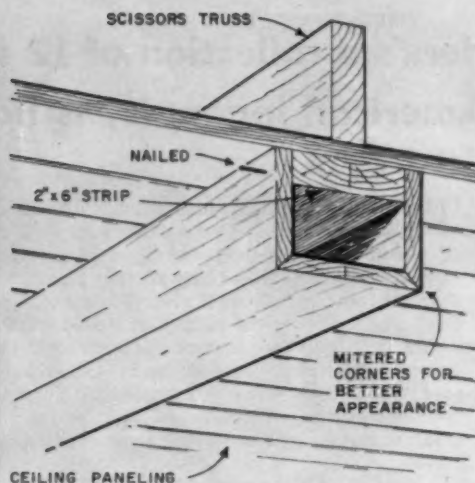


Concrete lintels made with cabinet clamps

Builder Norbert Fink, Mason City, Ill., has found that a cabinetmaker's gluing clamp is a real time saver that eliminates braces and props when pouring concrete lintels. He pours these lintels in place over concrete block construction. Before installing the clamps a 2" bottom is nailed the desired distance down from the top of form. To remove forms: just unscrew the four clamps.



Building with Brains

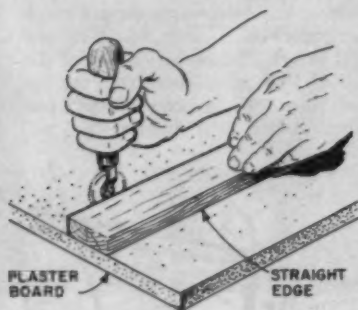


Here's a better system for making mitered box beams

To get around the use of solid beams which require special attention everywhere—from seasoning right through to the installation, a scissors truss is used in the restaurant above with a false beam built from smaller, ready-seasoned, quality boards (see sketch). The man responsible for this design is Harold Stros-

berger, Western Wood Products, Beaverton, Ore.

Lodgepole pine paneling, WP-2 pattern, was installed, blind-nailed directly to the scissors trusses. Then 2x6 "strips" were nailed over the outside of these strips and fastened to them from the side. The restaurant, called Nendel's, is located in Beaverton.



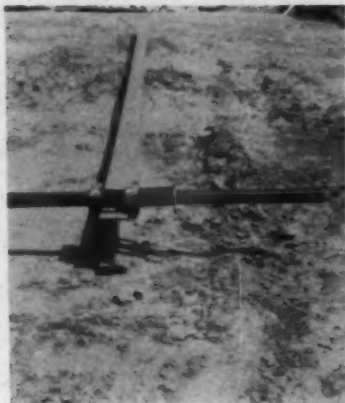
Toothed knife cuts drywall better

If you have ever tried cutting or scoring the back of drywall by running a knife down the straight edge of a wood strip, you'll like this idea from builder S. Clark of East Bradenton, Fla. With the serrated, wheeled wallpaper knife there is no danger of the knife gouging into the straightedge. Scoring takes less effort since the knife "punches" its way through the paper overlay, avoiding the friction of cutting. With the many little holes made in a perfect line, the board is easily broken.



Router template lost? Make one of plywood

When you use a router to mortise for butt hinges and a router template is not available, what do you do? Builder J. C. Thompson, Antesia, N. M., shows how one can be made out of a piece of 1/4" plywood, 6" wide and 6'6" long. Tack the plywood to the hinge side of the jamb. With top of the plywood against top header, mark off desired spacing for the hinges using butt gauge. Next, add the distance from the side of router bit to outer side of router flange in each direction from butt gauge. Mark on the template. Marked off sections are then cut out. With small nails, template is tacked to jamb and then to door for mortising.



▲ "I" beam carrying clamp reduces on-the-job danger

It's a tough job for the builder's crew to shift around steel "I" beams that are used for supporting center bearing partitions in houses. They're heavy and hard to grip. Arnold Stange, construction superintendent for Pearce and Pearce, Buffalo, N. Y., hit upon the idea of mounting a clamp system to an automobile axle for the purpose of handling these steel beams—thereby

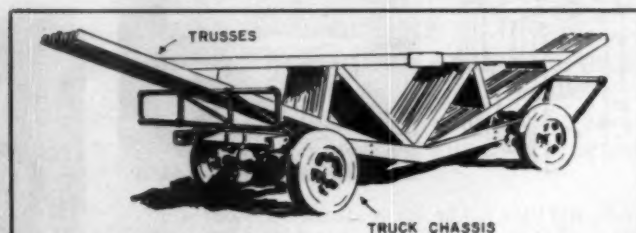
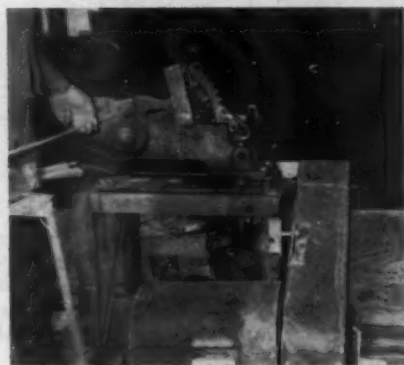
reducing the danger to his crew. The main advantage is that it provides leverage to the two men carrying the beam, allowing them to carry more weight, more easily, with less danger and straining. The clamp consists of two pieces of metal, one with threaded shafts. These pieces of metal had holes drilled into them, and then were welded to the axle.

Adding motor to steel rod cutter saved builder labor



◀ As shown in the picture directly to the left, H. Muller of Danboro, Pa., used to cut his steel rods slowly and laboriously by hand. The pressure for the cutting blades was supplied by the long cumbersome handle that took time to swing up and down through its cutting cycle. Also, though the unit was small, it was still too heavy for one man to move around.

The lower picture shows the conversion to motor operation. The unit is mounted on a dolly for portability so it may be trucked on out to the building site—another example of mechanization.

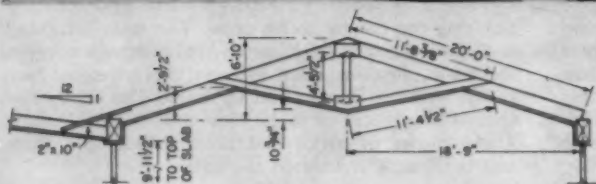


Low-cost trailer halves handling time of freshly glued trusses

Here's a good idea for builders building with nailed and glued trusses (can't be exposed to weather). Bob Peterson, Lincoln, Neb., made unit out of old truck chassis, scrap steel for \$250. Keeps jobs moving.

Building with Brains

Structural timber saves builder \$2,000 on \$60,000 building

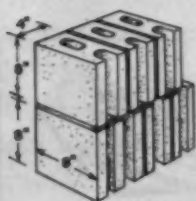


▶ Nailed trusses on heavy timbers supported by steel lally columns is the successful formula the Chuckroe Construction Co., New York City, uses to build a string of stores across the country for Robert Hall and Kinney Shoe Stores. The two photos and drawing give data of the new Kinney store in Newburg, N. Y. As can be seen, the roof goes up first. An actual savings amounting to \$2,000 is realized by the use of timber. One advantage for roof going up first is that it provides a place to store the material out of the weather.



▶ Standard block halved gives striking inside-outside effect

View of outside kitchen wall, which projects out past corner of the kitchen, can be seen in the photo at the left. Below the photo is sketch of the 8x4x8" block and inside view of kitchen wall. Block was made by cutting a standard size 8x4x16" block. The resulting 8x4x8" units were laid at right angles to wall, exposing open end or core to outside.



Strap hinges permit metal bucks ▶ to be installed after wall is up

It's next to impossible to set metal door bucks in masonry walls after the walls are up with anchor plates supplied by manufacturers, according to Graham Hall, Carlinville, Ill. He uses an 8" strap hinge that permits a toggle action allowing buck to be slipped into position. If lintels are in place, a channel is made in block above to allow grouting the jamb.





COPPER TUBE made light, fast work of an otherwise tough, slow job of roughing-in for two new baths on the second floor of a large old single-family house which was renovated to make several apartments.

Go after profits in remodeling with time-saving, space-saving, money-saving **COPPER TUBE**

"I've seen lots of copper tube installed and know how easily it handles, but in this remodeling job, copper really proved its worth," says a plumbing contractor's superintendent.

"With copper tube and solder-joint fittings, the overhead work necessary was no problem. But think what a back-breaking, time-consuming operation this would have been using heavier materials requiring threaded or caulked connections. And note all the space we

saved—thanks to trim copper tube and compact fittings.

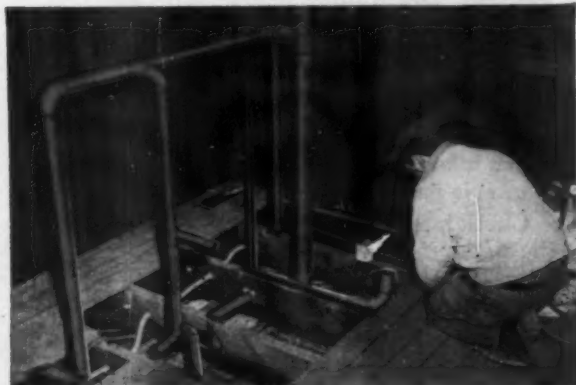
"I wish every architect, builder, and plumbing contractor who is skeptical about the value of all-copper plumbing could have seen this job go in. And copper has the same advantages in new construction, too."

Whether you are adding a single bathroom or renovating the plumbing in an entire house, copper tube and fittings can make your work easier and more profitable. Contractors report their installation time with copper is reduced one third to one half.

Anaconda Copper Tubes are available in all standard wall thicknesses—Types K, L, M, and DWV (Copper Drainage Tube)—through your plumbing wholesaler. See him also for Anaconda wrought copper and cast-brass solder-joint fittings.

For more information on ALL-COPPER plumbing, write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

8008



ROUGHING-IN for a bathroom on the third floor. Note small area of flooring removed—also that only small holes were needed in the old floor joists to install the copper tube waste line.

ANACONDA®

COPPER TUBES AND FITTINGS

Available Through Plumbing Wholesalers



West Coast Hemlock

THE MULTI-PURPOSE LUMBER

Nature is good to hemlock in the Pacific Northwest. Plentiful moisture and even temperatures produce a species of hemlock that is superior to hemlocks grown elsewhere in its yield of high quality multi-purpose lumber.

The name "ability" wood has been applied to Weyerhaeuser 4-Square West Coast Hemlock because of its wide usability, wearability and workability. Weyerhaeuser takes this abundant "ability" wood and through scientific logging, accurate sawing, controlled kiln-seasoning, precision surfacing, proper grading, careful handling and shipping, produces a multitude of West Coast Hemlock lumber products.

Builders find that it pays to use this plentiful "ability" wood on their projects.



Weyerhaeuser **4-SQUARE**
LUMBER AND BUILDING PRODUCTS



A Versatile Full Line

Weyerhaeuser 4-Square West Coast Hemlock is ideal for framing, sheathing, and siding application. It is excellent for flooring because it actually toughens with age. Among the many popular specialty uses are: shelving, furniture, cabinets, paneling, and trim.

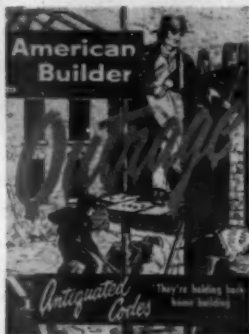
West Coast Hemlock is becoming increasingly popular as a finish lumber because it combines exceptional building values with outstanding beauty. It is stiff and strong, easy to work and holds nails securely. It has a beautiful light color which takes natural finishes well, and also has remarkable paint retention qualities.

Check into the many applications of this versatile wood. Your Weyerhaeuser 4-Square Lumber Dealer will be glad to tell you about the advantages of West Coast Hemlock.



Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA



In March, American Builder pointed up the need for modern building codes in its code "Outrage" issue



In May, representatives of the building industry met with American Builder editors to discuss possible code action



In September, ASA's conference looked for agreement on an American Standard Building Code. Probable result: no consensus



In October, American Builder interviewed Gen. E. J. McGrew, Jr., to see if the New York State Code might be the answer



The state building code has proved an effective answer to the code problem in New York

General Edward J. McGrew, Jr., has served as chairman of the New York State Building Code Commission since it was established in 1949. Previously, until he was called into war service, he was Commissioner of Public Works of New York. He is an engineering graduate of the Massachusetts Institute of Technology.

Q. General McGrew, it is pretty much agreed that the New York State Building Code is the best code now in existence. What advantages does it gain from being a state code, rather than a Federal or local one?

A. Well, there's no code-making power conferred upon the Federal government by the Constitution; and most smaller communities couldn't begin to meet the cost of setting up and maintaining a modern code. So the state is the logical level.

Q. What is the legal framework of your code?

A. When the legislature approved the State Building Code law in 1949, it created the State Building Code Commission, and delegated rule-making power to it. The legislature itself, of course, couldn't possibly do all the detailed work involved. We're an independent, continuing agency operating under the executive branch, and we handle everything except administration and enforcement. Under the principle of home rule, that's handled by local building officials. We hold public hearings on code amendments, issue certificates of eligibility for new materials, and supply technical and interpretive help to building officials when they ask for it.

Q. How does a municipality adopt the State code?

A. It's very simple. They pass a resolution, and send copies of it to the Building Code Commission, and to the New York Secretary of State. The code then becomes law in that community.

Q. Can the community alter parts of the code?

A. No. Statewide uniformity is obviously very important. The Commission can grant exceptions to meet unusual local conditions; but basically, the code must be taken as it is written.

Q. The right of appeal is very important to build-

ers. How is it handled under the New York State code?

A. A builder may appeal a local decision to the Commission Board of Review. But our code is so clear that it's happened only six times since 1949.

Q. To most builders, the mechanical trades are the biggest problem. How are they handled by your code?

A. The New York State Building Code is a performance code, not a specification code. We say that compliance with generally accepted standards constitutes compliance with the code. There are such standards for most of the mechanical trades, and the Commission periodically publishes lists of those it considers acceptable.

Q. How would this affect, say, the plumbing system a builder might use in his houses?

A. The builder could design to any plumbing standard we listed. Say he chose the National Plumbing Code—ASA 40.8. It would be accepted in any community under the New York State Building Code.

Q. Nationwide uniformity of code requirements would be of enormous value to the whole building industry. If all states were to adopt codes similar to New York's, how could they be made uniform?

A. Of course, I can't speak for any other state. But remember, our code permits the use of recognized standards. If other states did likewise, you'd have a large degree of uniformity right there. And perhaps states could come to some sort of reciprocal acceptance of new materials tests. This would avoid a lot of duplication.

Q. One of the recommendations that came out of American Builder's code conference last March was that the President be asked to put before the state governors a request for action on codes. Do you think this might help persuade other states to adopt state building codes?

A. I certainly do. The President did this in the field of education, and it had great impact. There's every reason to think it would have the same effect on building codes.

To the HHFA Administrator:
a recommendation for further code
action on the state level

← NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER →

30 Church St.
New York 7, N. Y.
Tel: WOrth 4-3000

October 15, 1958

The Hon. Albert M. Cole,
Administrator
Housing & Home Finance Agency
Washington 25, D.C.

Dear Mr. Cole:

I feel sure that you, as Housing and Home Finance Agency Administrator, recognize the need for modern, uniform building codes throughout the country. I am writing to suggest a program which the staff of American Builder believes would be a constructive step in that direction.

We would like to suggest that you ask the President to make the following recommendation to the State Governors at the next Governors' Conference: that the states consider the adoption of state building codes; and further, that these codes be closely modeled after the New York State Building Code, both in technical content and in their legal structure.

The New York State Code is generally considered as the most up to date, clearest, and most comprehensive building code in existence. And we feel that the legal framework within which it operates offers several important advantages in the building industry.

As a state code, it has the force of law. It cannot be altered at the local level. It guarantees a workable appeal mechanism. And it is maintained by a Code Commission that, as a continuing agency, keeps the code constantly up to date, and provides technical and interpretive assistance to municipal building officials.

Finally, a state building code like New York's maintains the principles both of states' rights, and home rule.

We feel that such a program will find strong support in all segments of the building industry. And, of course, we stand ready to lend any assistance we can to further this, or any other program, that will constructively improve the building code situation.

Yours very truly,

Joseph B. Mason
Joseph B. Mason
Editorial Director

JEM:mv

MEMBER OF  A SIMMONS-BOARDMAN PUBLICATION

DICKERMAN'S COLUMN . . .

Back to school movement: new MPS's need study

by John M. Dickerman, Executive Director, National Assn. of Home Builders

Home builders soon will be doing more homework. The homework will be of that variety customarily handled by students. In effect, the home builders will be students hitting the books or, in this case, the book—the Minimum Property Standards volume.

The FHA Architectural Standards Division, which has been working for more than two years to produce the new MPS's, expects to have copies of the book in the hands of builders by Dec. 1. After that, the midnight oil will burn.

Certainly, there is expected to be a period of some confusion and uncertainty about the new standards. As is usual with something new, only indoctrination and education will help to dispel this confusion.

Therefore, it is important that any builder affected by the new MPS's begin an intensive study of them when he receives his copy of the book. Only by knowing these standards can he plan his opera-



Dickerman

tions effectively and efficiently.

The FHA anticipates only a minimum of difficulty in orienting builders and their own personnel to the use of the new standards. The agency intends to allow an adequate transition period for the industry to adjust to the changes.

FHA's chief architects will be called in early in January for schooling in the new provisions. Following that, it expects the local insuring offices to hold meetings in their areas for builders and those concerned in the industry with the MPS's.

NAHB is making plans to work co-operatively with the FHA to educate its members in the new book. But it is important for every member to understand that he must give it his own concentrated, individual study.

The new standards contain a great deal of information not covered in the previous Minimum Property Requirements which were contained in a number of separate volumes applying to various areas of the country.

The one-volume new MPS's appear to provide the necessary flexibility to enable these standards to

be applied in all areas of the country. Naturally, some modifications may be necessary due to varying climatic or geographical conditions. However, provision has been made for this through the use of the Local Acceptable Standard procedure. Under this provision, a local FHA insuring office would establish a standard for its locality subject to the approval of the central office. It is expected that the necessity for such local standards will be few.

The new standards do not contain the radical changes that many thought they would. The book does contain a number of changes which will permit a builder to do things which he could not do under the MPR's. But there are some provisions which will require him to do some things not previously necessary.

Generally speaking, however, the new MPS's provide for a fairly wide degree of flexibility for the builder in design and construction.

Happily, the volume will be well-illustrated with diagrams, tables, and sketches to guide better understanding of the requirements.

So, be prepared to hit the book, men!

LUMBER DEALERS . . .

Why you should take a new look at some 'old' ideas

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

Too often, in the never-ending search for newer and better ideas, we tend to turn our attention too quickly from good ideas that were new only a short time before.

This observation is prompted by receipt of a letter from a home economics professor at a middle western university praising the principles of home planning developed in the official Women's Housing Congress held just two years ago under the auspices of



Northup

HHFA and Administrator Albert Cole and his capable assistant, Annabelle Heath.

The professor had borrowed a slide program prepared by NRLDA to demonstrate the principles agreed to by the housewives who attended the Congress. The program explains the principles and shows how they were carried out in three homes built by our association at Munster, Ind.

In her letter, the professor asked how the program could be made available to all home economics teachers in her state and suggested that it be given prominence in home economics publications. To

find the idea still attracting attention and inspiring compliments at this late date is most encouraging. It reminds us that the sound home planning principles agreed on at the Congress should not be forgotten just because they no longer are brand new. Some of them have gained wide acceptance, while others have been passed over.

For the benefit of those who may have forgotten the recommendations, here are some quotes from the script which is used with NRLDA's slide program:

"The women were almost unan-

(Continued on page 161)

Builders' leadership paves way for healthy industry

"NAHB is dead serious about doing its part to provide the kind of leadership to help bring about the kind of industry we all agree is so badly needed."

Excerpts from speech: by Nels G. Severin, pres., NAHB, at the association's 2nd annual executive marketing conference, San Antonio, Oct. 3.

"The National Assn. of Home Builders has no ambitions to rule the destinies of the total construction industry in this country. We do believe, however, that as the only organization qualified to represent the businessmen who provide at least 80 per cent of the new homes in America, we have both the right and duty to speak for that segment of the industry. We further believe that before the objectives we all would like to attain can be reached, it will be necessary for builders and manufacturers—as well as other elements of this great industry of ours—to develop a basic co-operative program with common objectives to which all of us can devote our individual and combined energies. . . .

"NAHB, through its research institute, its public relations department, its annual convention and in numerous other ways, has also been devoting a great deal of its time and resources to cooperative work with other components of our industry. . . .

"All of us, I am sure [will] come to the very obvious conclusion that the business interests of manufacturers and builders are both best served if we succeed in building more good homes within the financial reach of all American families. . . .

"I would like to emphasize . . . what I consider the number one problem facing both builders and manufacturers at the present time. I refer to the (recent) decisions that it is again necessary to tighten the money supply. . . . I find this an extraordinary philosophy when unemployment still stands at . . . a dangerously high figure and when conditions in many hard-good industries are still highly unsatisfactory. I believe we face the very real danger . . . of finding ourselves right back in the situation we experienced in 1956 and 1957 unless we can somehow combat the obviously over-cautious attitude of the monetary authorities.

"May I also remind you that there is even more at stake than the business interests of particular manufacturing concerns and individual building firms. . . . The American public needs and must have adequate production of new homes each year to take care of the expanding needs of our growing population.

"Also, the housing industry plays, if not a determining, at least a major role in the soundness of our total economy at any given point in time."

"I believe that the private home building industry as we know it today would have been wiped out at least 10 years ago . . . had it not been for NAHB."

Excerpts from speech: by R. G. Hughes, National Housing Center Board of Trustees, 2nd annual executive marketing conference, Oct. 3.

"Problems are not new to today's home builders. NAHB was conceived in controversy and born in trouble. In 1949, all private home building had been shut down. . . . Fritz Burns, a small band of home builders and others came up with Title VI. . . . From this and the insuring regulation the modern home builder and building industry were born.

"In 1944 we were charged with lack of leadership—incapable of producing the needed volume. . . . By late 1945 . . . builders across the land had unfinished houses by the thousands. . . . In 1946 the Lockwood report broke the housing materials bottleneck. Materials rolled and we finished these houses and started more. And in 1948 we built 835,000 houses. . . . In 1950 we built 1,396,000 housing units. . . . In 1953 money tightened. Volume slumped. FNMA's "One for One," proposed by Coogan and easing Federal Reserve's credit policy reversed the downward trend in starts. . . . Almost every major feature of (NAHB's Fall '53) policy statement went in the '54 housing act.

"I, as NAHB president, testified in 1954, 'Cost certification will kill sections 220 and 221 as well as rental housing.' . . . Cost certification (et al) was included. Rental housing died and urban renewal never got started until legislation changes were made that we pled for in April, 1954.

"In January, 1957 . . . NAHB's policy statement read: ' . . . We urge Congress to provide FNMA with a \$2-billion special assistance fund.' . . . In March, '58, Congress appropriated \$1-billion . . . to cure a recession which we had so accurately predicted 15 months earlier.

"Today's \$64,000 question is: 'How can we sell the right kind of house to all American families who need them and can pay for them?' . . . The answer is unity between manufacturers and builders. . . . National Housing Center [has] the responsibility of setting up a program that will bring about and preserve such a closely coordinated relationship.

"To accomplish this, we've adopted a five-point program which emanated from the San Francisco marketing conference. This includes better two-way communication on marketing statistics; research, design, legislation, financing, etc.; and public relations." [Ed.'s note: more data on these V points will appear later in AMERICAN BUILDER.]

Put your best foot

**Step ahead with a truck that's
'59-New in savings, style and stamina!**

Look over Ford's '59 models and judge for yourself. Pickup? Ford's big Styleside Six is a real penny-pincher. City delivery? See Ford's Parcel Delivery models and the new Courier. Tandem Axle heavy-weights? Ford has 'em . . . with tilt cabs, too! In all, there're over 370 models, to provide you with the *right* truck for your job. See your Ford Dealer and put your best foot *Ford-ward!*

... FOR SAVINGS!

Ford Short Stroke Six with economy carburetor . . . Ford's rugged Short Stroke Six engine squeezes extra miles from every gallon of gas for amazing fuel economy! Moreover, Ford pickups are available with Styleside bodies that offer all-steel construction for greater rigidity, strength and durability. These sleek beauties give the smoothest ride of any $\frac{1}{2}$ -ton pickup . . . Ford Parcel Delivery windshield-front-end models provide functional design that reduces special body installation costs!

... FOR STYLE!

New Courier—does credit to your name . . . Here's the way to make every delivery a "special delivery"! It's Ford's smart new Courier—America's most distinctive sedan delivery. There's big new loadspace—92 cubic feet of it—and items as long as 12 feet can easily fit inside. New, too, are big windows in the rear and sides to give car-like visibility in city traffic. Cargo area is lined for maximum load protection!



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..LESS TO OWN...LESS TO RUN
...LAST LONGER, TOO!



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Tandem capacity plus Tilt Cab advantages . . . Brand new—Ford Tilt Cab Tandems with ratings up to 75,000-lb. GCW! Now get the quick servicing, riding comfort and easy handling of tilt-cab design in tandem-axle trucks . . . biggest Tilt Cab haulers built by Ford! They save 3 ft. in over-all length, give you more payload, save hours of maintenance.



FORD-WARD ...



— FOR GREATER PAYLOADS!

New—4-Wheel Drive Pickups for off-road work... For the first time— $\frac{1}{2}$ -ton and $\frac{3}{4}$ -ton trucks with Ford-built 4-wheel drive at Ford's low prices! They're equally at home on highways or on toughest off-road jobs. They're tough and sure-footed in sand, mud, snow—even on grades of 60%! Available early in 1959 as Pickup or Chassis-Cab models.

Toughest two-tonner on the road... a dependable money-maker on the job! Ford's new F-600 Series have increased spring capacity and offer new optional 6000-lb. front axle for even greater payload capacity, longer axle life! Wide choice of Short Stroke power, too—modern Six or either of two new V-8 engines!





LIVING ROOM, at rear of house, faces terrace and pedestrian walk along center of tract.

of the MONTH for November



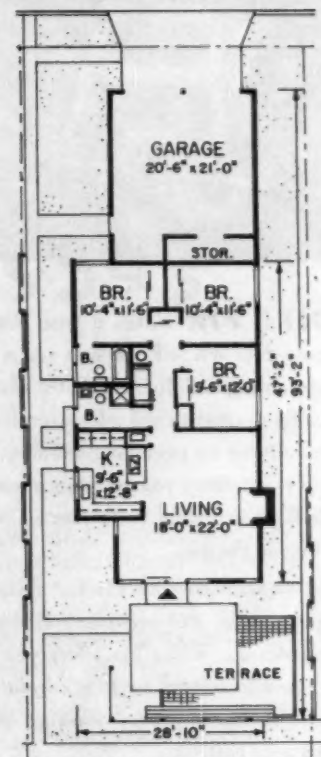
STEEP-PITCHED roof, large glass area add to feeling of space both inside and outside of house. Entry is at side on narrow lot (right).

Here's a house that solved the problem of too little lot

At \$1,500 to \$2,000 a front foot, waterfront lots are often rather narrow. This one is only 40' wide. Yet the house that architects A. Quincy Jones and Frederick E. Emmons designed for it justified the high land investment.

The house is one of 82 built by Irving C. Jordan and Nels G. Severin in Newport Beach, Cal. Severin and Jordan are president and regional vice president, respectively, of the National Assn. of Home Builders.

Priced at \$15,750, the 1,200-plus sq.-ft. houses were entirely sold out before the first foundation was begun.



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TREND 1 Outdoor living areas are bigger and better than ever. Besides patios, fences and trees, builders are concentrating on more backyard land for play areas. House: American Housing Guild, San Diego.

Western trends for next year:

How to please 1959's finicky buyer

Custom touches will help you sell next year. That's what the smart home buyer wants. (He's also watching for good design and large play areas.) But AMERICAN BUILDER editors touring the West during National Home Week found that the strongest trends have a custom look.

- Use murals, wallpaper and paneling. They're in demand everywhere.

- Pantries made a comeback. They're in the kitchen behind louvered doors.

- Decorative tile and indirect lighting are now standard in the tract house.

- Builders are dolling up entrances and that includes the front door.

- Salt Lake City and Denver builders: watch how the split-level house catches on—it's already arrived in your area.



TREND 2 Pantries are back. The modern buyer knows their value as an ideal storage center. Louvered doors hide the unit. Two more custom extras: highly-styled cabinets and the good-looking fixture. Builder: Frantz Enterprises.

TREND 3 Use floor-to-ceiling glass wherever possible. The larger the glass area, the better. Fireplaces are not small either. They've become the focal point of the living room. Builder: American Housing Guild.

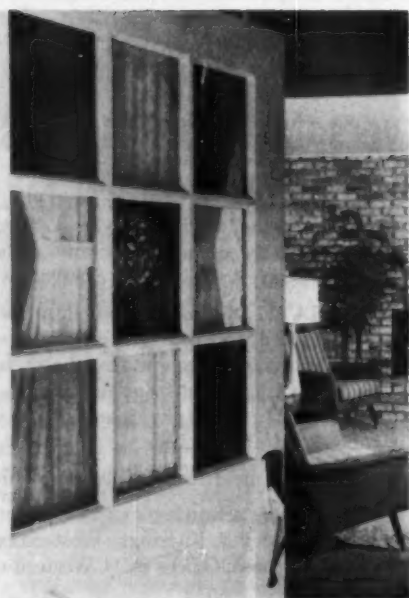
Here are the
custom touches
that will help
you sell
your next house



TREND 4 Luxurious baths: add custom touches with a luminous ceiling for effective lighting. Separate the w. c. with a divider. Use a double-bowl vanity with storage space and install ceramic tile. Builder: Gibraltar Homes.



TREND 5 Indirect lighting, once the exclusive domain of the higher-priced house, is used in this \$17,900 home by MacKay Engineered Homes, Menlo Park, Cal. Note the dramatic expanse of brick for the fireplace.



TREND 6 Front doors and entrances are getting dressed up. Bottle glass is used in MacKay Engineered Homes. For the expensive effect, the cost is comparatively inexpensive.

NOVEMBER 1958

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more than just
the rear!**

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State Steel Industries, Inc.
11302 U. S. Highway 101
P. O. Box 188, Anaheim, California

More trends in Bill Rodd's column, page 32-L ▶



All-steel school blends beauty and versatility on the desert

IN THE SHADOWS of the San Jacinto mountains, southeast of Palm Springs, the simple, modular silhouette of this striking steel school stands in sharp contrast against the casual disorder of the desert terrain.

STEEL MADE POSSIBLE high-style design at low-level cost. Steel was fast... the frame (10" WF 21 beams and 3"x3" x 3/16" columns of USS Steel) went up in a day! And the school bell summoned students into the finished building 89 days later! Steel met and mastered the varied building and maintenance problems of the desert. The walls, durable, double panels of USS Sheets, hide built-in sound-proofing and thermal insulation to minimize noise and heat. The roof,

a corduroy pattern of steel decking, covers 35 feet, with a 10-ft. clear span between purlins. Standing seams ricochet the sun's rays to help keep classrooms cool.

DESIGN VERSATILITY was all but limitless with steel. The 8-ft. module offers versatile arrangement of doors and windows. Classrooms may be expanded four or eight feet with minor framing changes. And all exposed steel is attuned to the desert site in warm tones of sienna, sand and umber.

THIS is building with steel...as timeless as the desert.

CONSIDER the many advantages of steel, then consult United States Steel... a single Western source for steel for every purpose. Offices in 11 Western cities.

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United States Steel



New addition by Calcor Corp. to Cathedral City Elementary School (Palm Springs Unified School District), California

The United States Steel products in this school are used by leading fabricators and are also available through steel jobbers in your area.

*Architects:
Wexler & Harrison, Palm Springs, California*

*Steel Fabrication and Erection:
Calcor Corporation, Huntington Park, California*

*Structural Engineers:
Parker Zehnder & Associates, Los Angeles, Calif.*

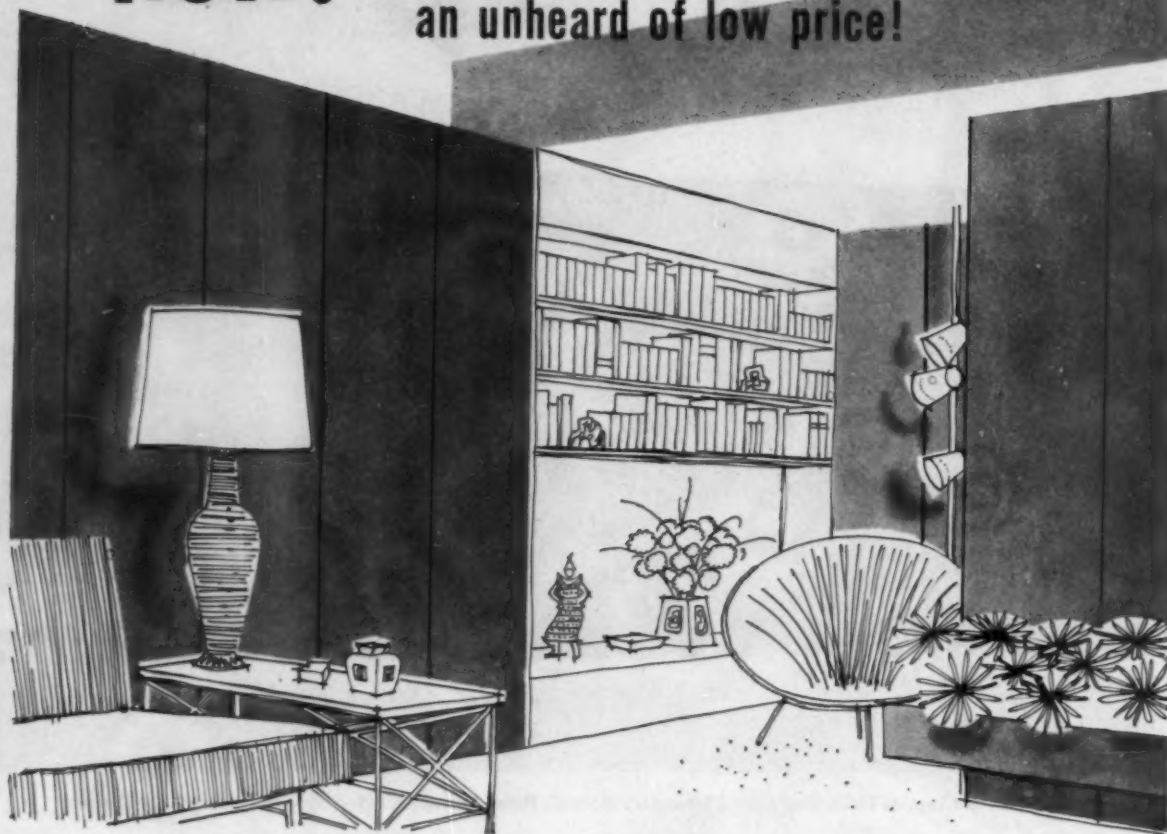
ARCHITECTS & BUILDERS: Write for your free copy of "New Ideas in School Construction", now being prepared. This new booklet will provide steel application ideas, specifications data, and advice on the maintenance and painting of steel. Write: Architects & Engineers Service, Dept. AB-11, United States Steel Corporation, Columbia-Geneva Steel Division, 120 Montgomery Street, San Francisco 6.



Twin steel wing walls frame the entrance and carry all utilities, hidden... but handy, while a floating steel marquee juts from the face to furnish welcome shade on the walkway below.

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FOREST Thrift-Tone is a durable, easy to apply hardboard material specifically designed for interior walls. Its tempered surface is pre-finished a light smoke gray color and is far less costly than most finished dry wall products.

You have a choice of two highly popular wall paneling designs, Random Groove (4' x 8' x 1/4") and Tee-N-Gee (8' x 16' x 1/4").

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depth of color. The light colored baked-in surface of Forest Thrift-Tone won't rub or wear off.

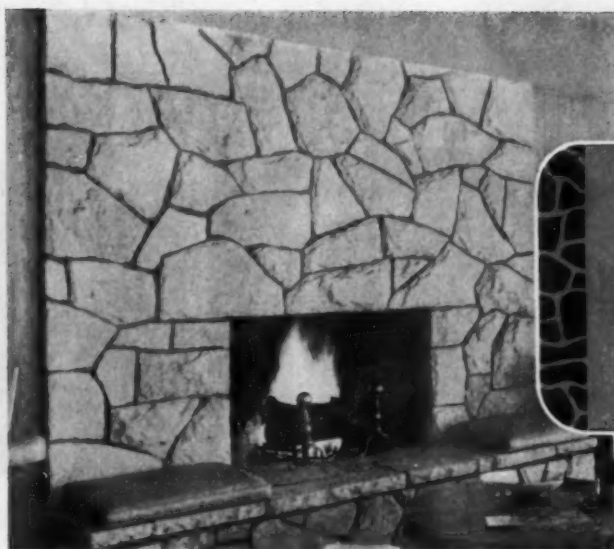
Dirt and scuff marks wash off easily with a damp cloth; stubborn stains such as grease, lipstick, crayon marks and food stains wipe off without a trace using cleaners or common solvents.

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To get the full beauty and permanence of this famous stone, be sure to specify "Authentic Palos Verdes Stone, produced by Great Lakes Carbon Corporation"



This handsome home owes much of its distinctive charm to chimney, wall and planter well of Palos Verdes "Mossback."



Contrast this unusual fireplace wall of Palos Verdes "Mossback" with the fireplace above—different in color, texture and feeling.



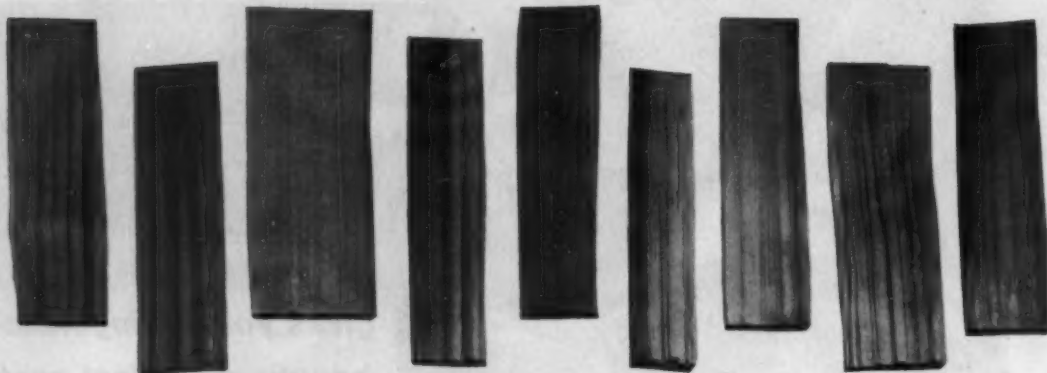
Palos Verdes "Specimen" Stone lends itself to an amazing range of landscaping uses, from the 'natural' effects here to the most dramatic sculptural compositions.



A close-up look at a massive garden wall gives an excellent idea of the rugged beauty given by Palos Verdes "Mossback."

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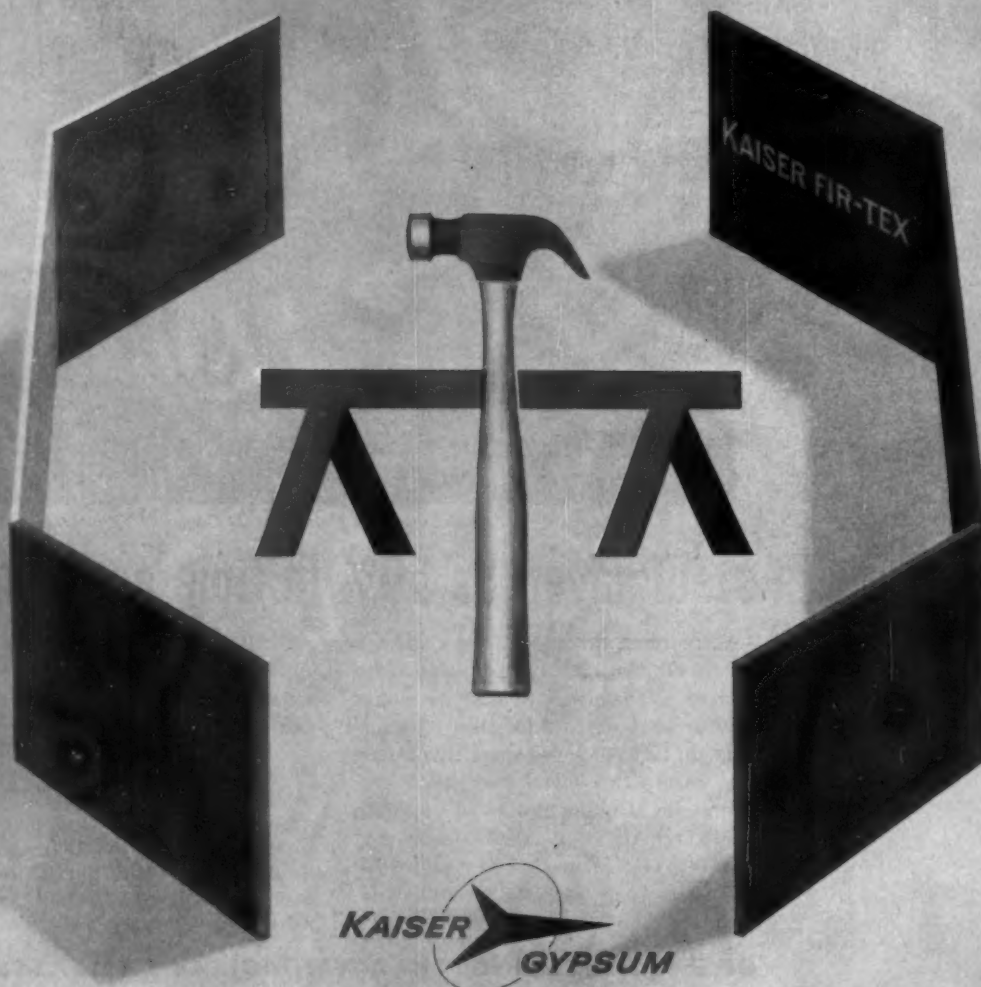
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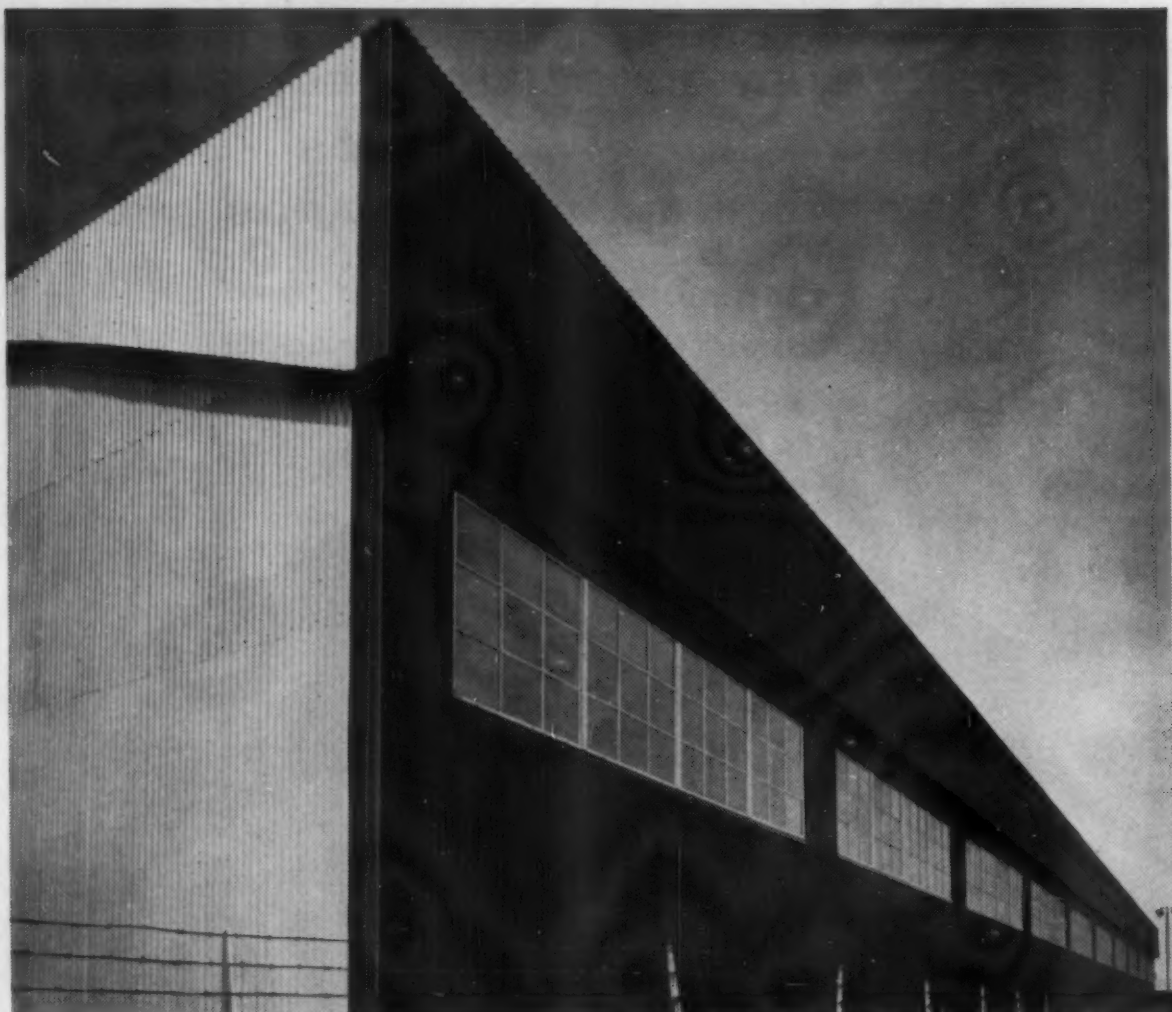
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"We shopped around for other materials and methods, but the least expensive alternative would have cost us almost *double* what we paid for steel construction. In fact, we saved more than material costs—we saved time, too! Our contractor, Dudley Steel Co., of South Gate, used USS Galvanized Sheets, and did the whole job in just five weeks! Fastest construction estimate other materials could offer was 12 weeks! In short,

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NOVEMBER 1958

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Western Views

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DENVER, metropolis of the Rocky Mountain region, is buzzing with building activity. Downtown stores, offices, banks, hotels, of outstanding contemporary design have recently been completed. More and more are under construction. Homes are springing up throughout the city and in all the suburbs.

• Surprisingly, considering the commercial architecture, most of the homes are conventional in design. Almost all are of brick construction with part or full basements. One big builder offers a full basement at just \$750 more than the same 1,000 sq. ft. home without the basement. However, there is a strong trend toward split-level homes in the newer developments.

• One builder, Clyde Mannon, is successfully bucking the pattern and, in his Arapahoe Hills development, builds nothing but contemporary homes. Prices begin at \$18,000.

• One of the reasons for the surge in building in Denver is that there is no longer an acute water shortage. All restrictions have been removed. Two rainy years have replenished the wells and reservoirs and it is anticipated that water will hold out until 1960 when the tunnel bringing water from the west slope of the mountains is completed.

▼ SALT LAKE CITY and its satellites, Ogden and Provo, are also very active in building. In Salt Lake City, the big call is for homes in the low-price category—under \$13,000. At least two members of the Utah HBA are offering good values under \$9,000, including lots. The Ogden association did an outstanding job of celebrating National Home Week with 12 beautiful homes on one street in Roy, an Ogden suburb. Here, also, split level homes are rapidly gaining popularity.

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**Decorating simplified,
speeded up
in 1,200 unit
housing project**



Builders and painting contractors are finding that latex paints keep work schedules up to date because they are easy to apply and dry fast enough for a second coat the same day. And paint washes out of equipment easily with plain water.

Bailey-Lewis-Williams of Virginia, Inc., painting contractors, recently completed a 1,200 unit housing project at Fort Bragg, North Carolina. They used latex paints both inside and out on all walls and ceilings except in kitchens and bathrooms.

J. A. Jones Construction Company was general contractor on these frame and concrete block units which were constructed under strict government supervision. Bailey-Lewis-Williams found that latex paints easily met or surpassed all government standards for performance. The ease of application and generally high performance of latex paints helped in completing the project ahead of schedule!

From application to clean-up to home owner satisfaction, you can't beat latex paints. For names of manufacturers in your sales area, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Department 2108G-2.

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In homes built for the market, Oak is the ideal floor in every way. First, because it's the overwhelming favorite of home buyers, a fact that has been proved time and again in surveys and by sales. Second, because it's inexpensive . . . costs much less than almost any other floor yet is the symbol of luxury in residential flooring. And finally, Oak has those qualities that make

it the ideal flooring for modern living . . . stylish charm, lifetime durability and amazing ease of maintenance. Whatever style and price homes you build, don't overlook the importance of choosing a floor that all prospective buyers will accept without question. Oak is the one floor that you can count on to help sell any home, because it's the ideal floor for modern living.



Room design by Ving Smith, Photo by Pagano

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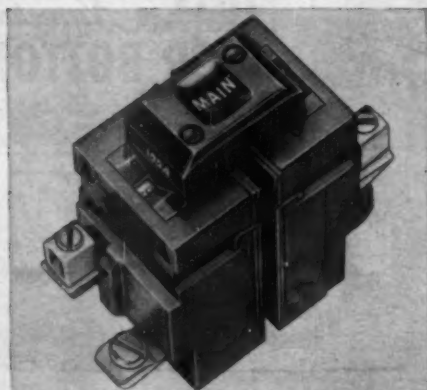
Please make the following reservations:

Single Room—One Person \$5.00 & Up
Double Room—Double Bed—Two Persons . . . 9.50 & Up
Twin Beds—Two Persons 11.00 & Up
We Will Endeavor to Fill Reservations as Near Rate Requested as Possible.

NAME	Arrival	Departure
STREET	Date	Date
CITY	Time	Time



Pushmatic® protection plus plenty of circuits



BULLDOG DUO-GUARD PUSHMATICS fit any Electri-Center panel. Main disconnects for each 100 amps of service prevent overloading of service entrance conductors. And Electri-Centers compare in price with ordinary panels.

* Circuit breaker trademark registered by Bulldog Electric Products Co.

Look at all these appliances! From small toasters to modern electrical heating, Bulldog Electri-Center® panels provide homeowners with all the circuits they need now . . . plus space to add new lighting and appliance circuits later.

In addition, exclusive Duo-Guard® Pushmatic breakers provide two-way circuit protection—guarding thermally against overloads, magnetically against short circuits. No fuses to change, either. When power is interrupted by an overload or "short", the simple push of a button puts the circuit back in operation.

Give your homes full **HOUSEPOWER** . . . maximum protection and convenience. Contact your electrical contractor or Bulldog field engineer for complete details on Bulldog Electri-Center panels.

© BEPCO

BULLDOG



Bulldog Electric Products Company, Division of I-T-E Circuit Breaker Company,
Detroit 32, Mich. *Bulldog Export Division:* 13 East 40th St., New York 16, N.Y.
In Canada: Bulldog Electric Products Co. (Canada) Ltd., 60 Clayton Rd., Toronto 15, Ont.

HEAT BETTER ELECTRICALLY



Quality Building Specialties



Anodized Aluminum MAIL BOXES



700 Series

FREE
Engraved
Name Plate with
every box

Available in 5 exciting anodized finishes: gold lid on black box, black lid on gold box, black lid on black box, gold lid on gold box and anodized aluminum lid and box.

Each M-D Mail Box has a blank name plate. An order form and envelope are inside the box. To "personalize" mail box, your customer returns plate to us for FREE engraving of name.

500 Series



M-D Rural Mail Boxes are available in 4 beautiful lifetime finishes that never rust or tarnish. Albras (brass color), Albright (chrome bright), Alblack (black), and Alacrome (natural aluminum). Standard No. 1 size. Approved by U. S. Postmaster General.



M-D Mail Box Holder
No. 44 for 4" x 4"
wood posts.



M-D Mail Box Holder
No. 150 for 1 1/4"
metal pipe.



Nu-GARD Automatic DOOR BOTTOM



Up automatically to clear carpet easily when door opens.

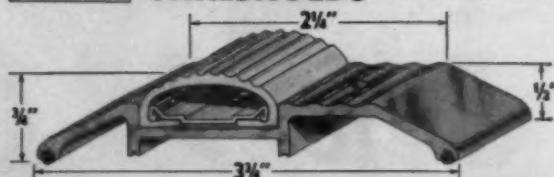


DOWN snugly against floor to seal out drafts when door closes.

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Extruded Aluminum THRESHOLDS with Vinyl insert



This beautiful vinyl-type threshold is available in either Alacrome or Anodized Albras finish. Albras is a permanent anodized color that will never tarnish—never needs polishing. Available 3 1/4" wide by 3/4" or 1 1/4" high or 1 1/2" wide by 1/2" high.



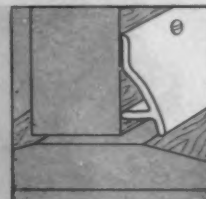
Numetal DOOR BOTTOM

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths. Packed 1 doz. same length to carton.



M-D EXTRUDED HEAVY DUTY DOOR BOTTOM

Extruded aluminum and felt door bottom—in natural or anodized finishes.



M-D EXTRUDED HEAVY DUTY DRIP CAP

Extruded heavy duty drip cap—in natural finish or anodized finishes.



MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 — OKLAHOMA CITY 1, OKLAHOMA

are **BEST SELLERS** "in the house"



Numetal WEATHER STRIPS Packaged Sets for Doors



AVAILABLE IN
STAINLESS STEEL
OR BRONZE

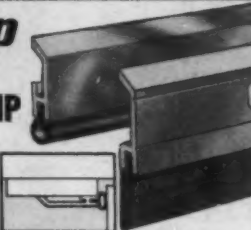
This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with any M-D threshold.



Jamb-Up DOOR WEATHER STRIP

EXTRUDED ALUMINUM & VINYL

Made of sturdy, extruded aluminum and tough, durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions.



Nu-WAY WEATHER STRIP

Fast-selling because it's so easy to put on. This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



CALKING & GLAZING COMPOUND

Nu-CALK

World's best calking compound available in loads, with or without nozzle, . . . hand squeeze tubes . . . or 1/2 pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.

Nu-Glaze

You can use and recommend this glazing compound with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb., 800 lb. drums.



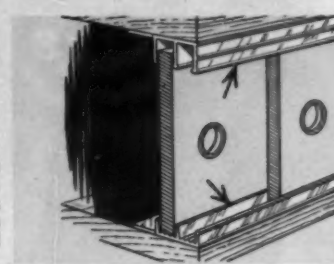
DEALERS Order today!
Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

BUILDERS M-D products sold nationally by hardware, lumber and building supply dealers.



Aluma-Slide SLIDING DOOR TRACK

For 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, pegboard. Aluma-Slide aluminum track sets can be used on any size cabinet. Fast, easy installation without special tools. In packaged sets with holes drilled, screws furnished and instructions.

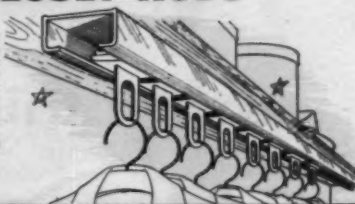


DOZENS OF USES



Shelf-Mounted CLOSET RODS

Here's a sturdy, extruded aluminum rod with nylon hanger-glides that slide easily. Completely packaged sets, in sizes to fit all closets.

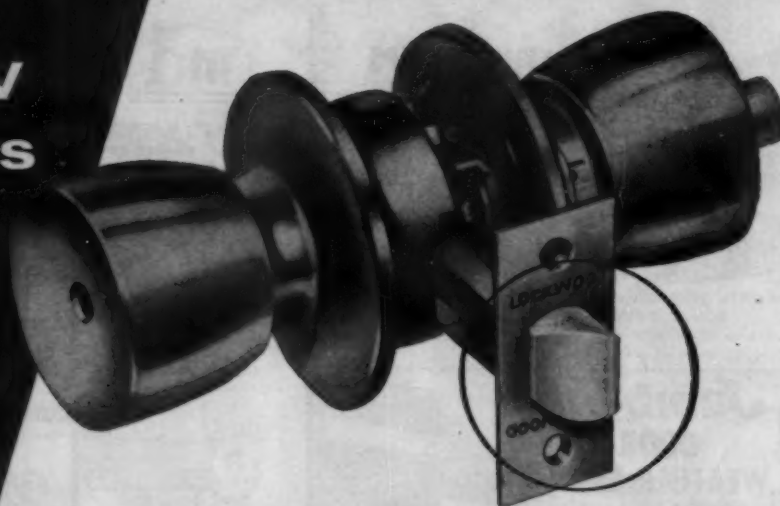


17 magazines will carry
197,000,000 Messages
to your customers
about M-D products!

124 ads (some in 2 colors) will cover the line of M-D products and create store traffic for you!

something
NEW
for
NEW
doors

LOCKWOOD'S NYLON BOLT*



- **FRICTION-FREE** — easy, quiet operation
- **ATTRACTIVE** — non-corrosive, lasting finish
- **DURABLE** — good for a lifetime of service

A unique sales feature for your new homes that's extremely practical from a functional standpoint and highly effective as a selling "conversation piece":

Lockwood's NYLON BOLT for residential interior door locks and latches — made from Dupont industrial nylon.

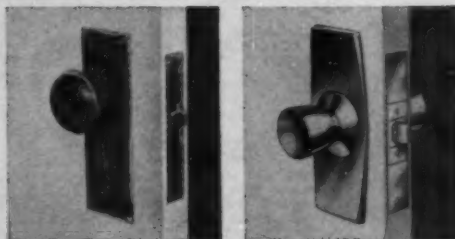
**Optional on Lockwood "R" Series interior sets*

...something NEW for OLD doors
(with tired locks)

LOCKWOOD'S REMODELOR

Here is the most practical answer yet devised of how to make an old door look new. Designed to replace unsightly, malfunctioning mortise locks on either interior or exterior doors, REMODELOR covers all old holes and blemishes.

An attractive Lockwood "R" Series or "S" Series lockset can then be installed in a matter of minutes, completely modernizing the installation — both in appearance and function.

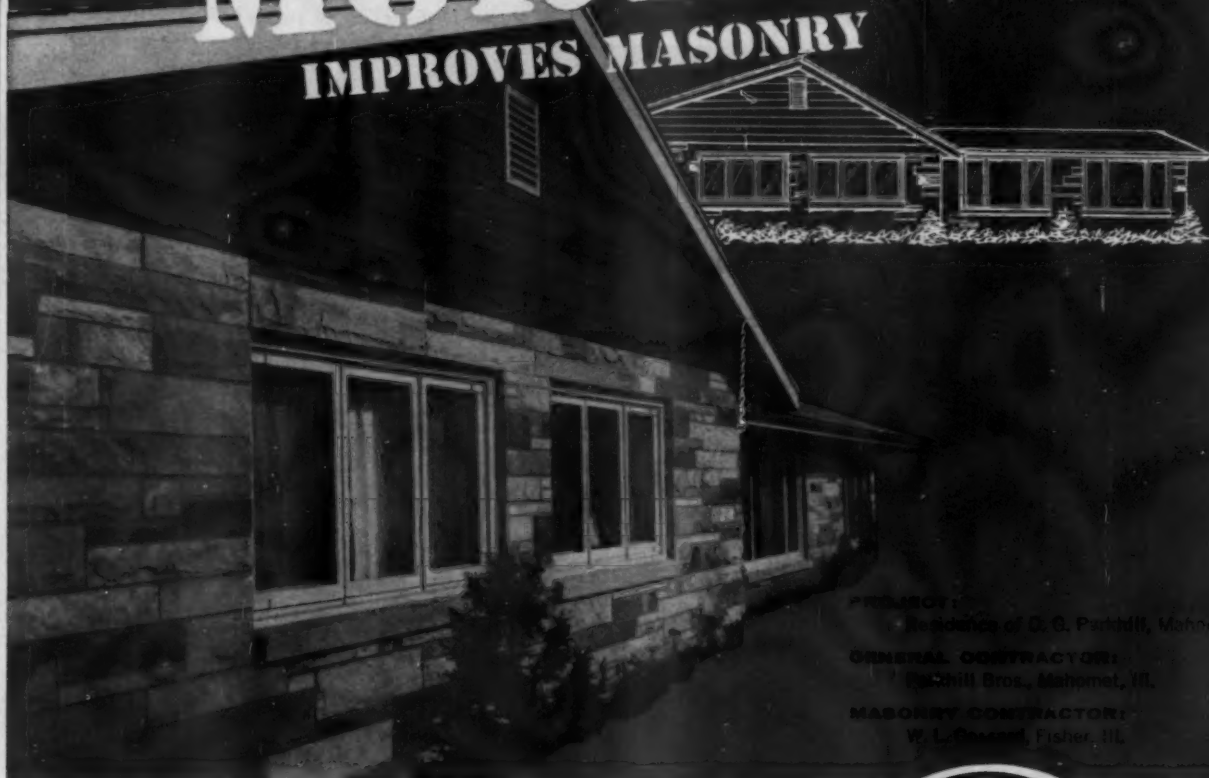


LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING CO., FITCHBURG, MASS.

ATLAS[®] MORTAR

IMPROVES MASONRY



"...has all the qualities desired for good workmanship."

Says W. L. Gossard, Masonry Contractor

- Builders report the excellent workability characteristics of ATLAS MORTAR cement help keep costs down in masonry construction.
 - ATLAS MORTAR mixes are plastic, require less retempering, stay workable.
 - Quality-controlled manufacture of ATLAS MORTAR masonry cement maintains high product standards, assuring uniform performance and appearance on every project. (Complies with ASTM and Federal Specifications.)
- Write for your copy of "Build Better Masonry,"
Universal Atlas, 100 Park Avenue, New York 17, N. Y.

UNIVERSAL
ATLAS
CEMENTS



Universal Atlas Cement
Division of United States Steel

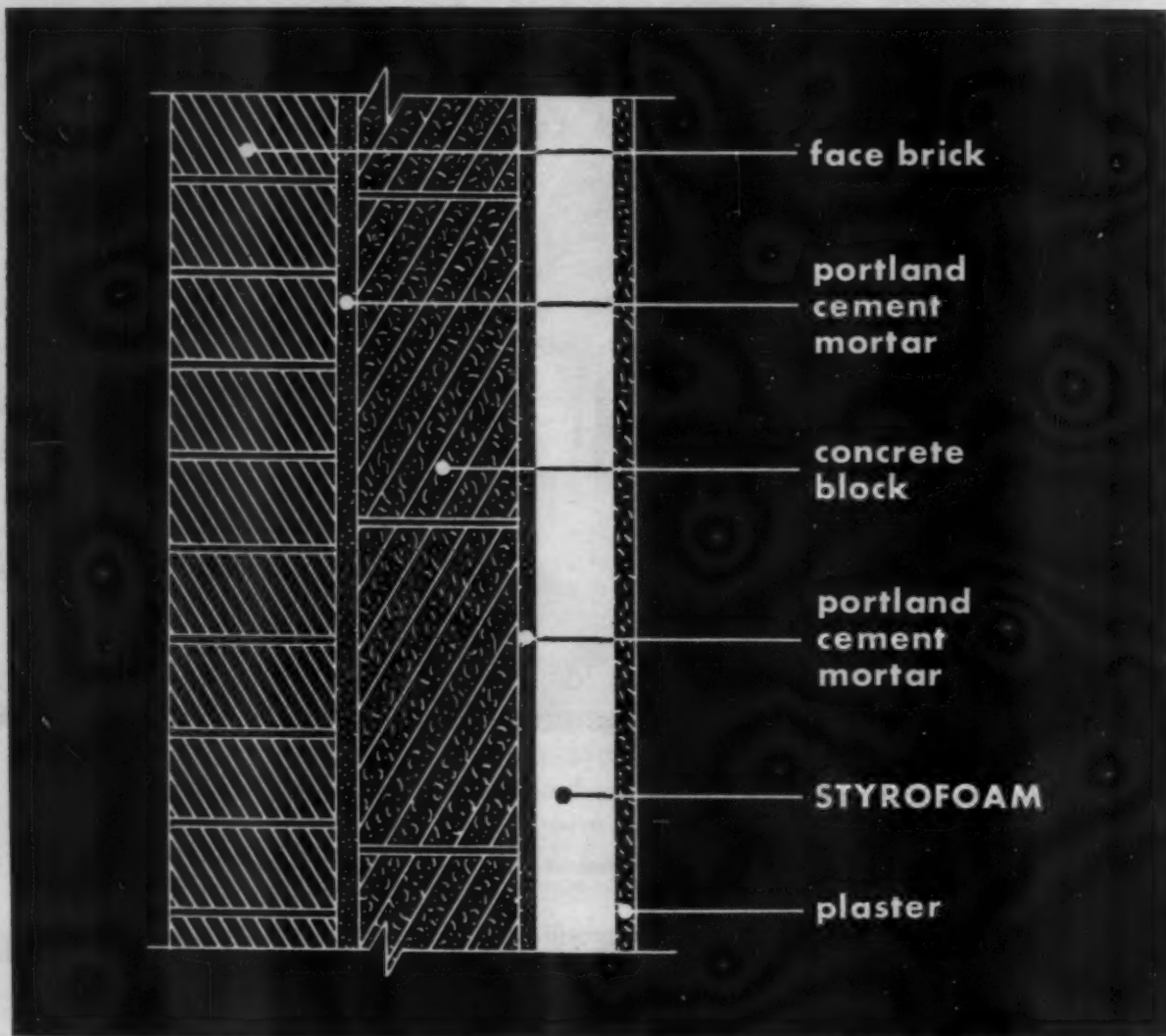
11-70

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

"New construction method using Styrofoam® insulates and plasters every fourth unit 'free'"

... Earl Gagosian, V.P., **TRAVEL/ODGE** Corporation

As the construction superintendent of Travelodge Corporation, one of the nation's largest motel chains, Mr. Gagosian specifies Styrofoam.* Here he gives the reason for this and explains how a unique construction method cuts insulation and plastering costs by one-third.



Eliminates 3 expensive steps. "We achieved a big savings in the construction of our newest motel in Cleveland, Ohio, because Styrofoam is applied directly to the inside of the masonry walls with a mastic adhesive. The interior finishing plaster is then applied to the surface of the Styrofoam.

This quick operation presents a marked contrast to older methods in which we first installed 2" x 2" wooden furring strips. Then, 2" of insulating material were stapled between the furring strips. Finally, the insulation and furring strips were covered with rock lath to support the plaster."



STYROFOAM saves 33%. "By using Styrofoam, we have eliminated these three expensive construction steps and we figure that the time and labor saved amount to a minimum

reduction of 33% in insulation and plastering costs. That means, for every three motel units we build, Styrofoam has saved us enough to insulate and plaster a fourth."



Firm plaster base. "The finished interior built over Styrofoam tends to be more durable than the base provided by soft batts of other insulation, covered only by $\frac{3}{8}$ " rock lath. This is especially important to us, as the walls are constantly bumped by luggage carried in and out by our guests. Plaster keys readily to the Styrofoam, too, making the job easier for the workmen."



Saves on fuel, electricity. "The use of Styrofoam has provided us with continued savings on fuel and electric bills during operation. Our selection of Styrofoam was based on tests of the insulating values of different materials and, after two years' use, we found that our heating and air conditioning costs stayed well within the predicted range. We are more than satisfied with the effectiveness of this insulation."



New Cleveland motel. "The finished motel has all exterior walls insulated with $1\frac{1}{2}$ " of Styrofoam. We have previously used Styrofoam in our motels at Indianapolis, Indiana, and

Toledo, Ohio. We are also using Styrofoam in other new motels under construction at Cincinnati, Ohio; Madison, Wis.; Des Moines, Iowa; and Provo, Utah."

*Dow's registered trademark for its expanded polystyrene.

For more information about Styrofoam and the plaster base construction method, contact the Styrofoam distributor near you or write to us. THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Department 1932E.

YOU CAN DEPEND ON

DOW

Home Buyers Are Pre-Sold By National Ads

As a leading builder publication says,
"For the builder, the kitchen sells the home"—
and Hotpoint sells the kitchen for the builder!

*Give your kitchen the Custom Look
with these HOTPOINT BUILT-INS*



Launching your home selling campaign
is this full-color

LIFE

ad in November—

Whether you're building, remodeling or simply replacing—you can choose the ideal Hotpoint cooking appliances for your needs and budget.

From Hotpoint—first name in electric cooking—comes the last word in modern, space-saving "built-ins." Completely automatic and superbly styled, the two 1959 units pictured here give you all the quick, clean convenience of Hotpoint automatic cooking. Here's what we mean:

Hotpoint Hi-Level Oven (Model RL-702). Two complete ovens—each with its own bake and broil units and separate controls. So you can bake or roast while you barbecue or broil.

And what features: Eye-level Control Panel, with a complete system of automatic temperature controls, switches,

indicator lights... **Roast-Right Thermometer**... **Roast-Right Radiator**... **Insulated Panorama Window**... **Custom Cooker and Server**—which you use as a completely automatic roast on the Super-Magic unit, or as a conventional roast in the oven... And, best of all, long-life, slash-type **Calrod®** Bake and Broil units that distribute heat uniformly for even baking and broiling.

Hotpoint 4-Unit Surface Cooking Section (Model RM-702). Fits over any standard 30-inch wood or metal base cabinet. Gives you all the luxury conveniences, all the automatic meal-cooking, timing and controls, all the automatic success of Hotpoint's finest top-of-the-range cooking features.

Visit your Hotpoint Dealer and see his complete line of 1959 Hotpoint Electric Built-Ins and Ranges.



Hotpoint

HOTPOINT CO.

(A Division of General Electric Co.), Chicago 64



**LOOK FOR
THAT HOTPOINT
DIFFERENCE**



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

On Your Hotpoint Kitchens Like These -



*Hotpoint exclusive DOUBLE-DECK WATER ACTION
cleans as no other dishwasher can!*

—and this full-color

LIFE

ad in December

Everything goes into this Hotpoint—
from fine china to pots and pans—and
everything comes out spotlessly clean. Hot-
point Double-Deck Water Action sees to that!
This exclusive Double-Deck action
racks up surging jets of water from below
every piece so thoroughly you don't
need to pre-rinse. Yet it's whisper quiet!
Hotpoint double washes, with fresh de-
tergent each time—then double rinses.
Special second rinse prevents water

drops that spot. Safe, sanitary, electric
drying follows.

And only Hotpoint gives you Dual-Cycle
Washing—one for tableware, another for
cooking utensils. Hotpoint Automatic
Dual-Filter filters all water every 4 sec-
onds. Big, easy-to-load Roll-R-Racks hold
a complete service for ten—broiler racks
and big platters, too.

Visit your Hotpoint Dealer—and see the
attractive decorator colors and finishes.



Exclusive! Double-Deck water
action—surging jets of water from
two revolving racks. (Model DL-1)

Hotpoint

HOTPOINT CO. (A Division of General Electric Co., Chicago 44)

LOOK FOR
THAT HOTPOINT
DIFFERENCE



Hotpoint

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

NEW CHEVROLET TRUCKS FOR '59!



New Might! New Models! New Money-Saving Power!

Task-Force 59 brings you more to work and save with in every weight class—more models, thrifter engines, stronger cabs and frames, safer brakes, tougher axles and transmissions! Here's the longest, strongest line of Chevrolet trucks ever built, the best yet of the best sellers!

Good news in the light-duty class! Chevy's longer, stronger '59 line gives you a *dozen* big pickups to choose from . . . new 4-wheel drive models, newly fashioned panels, Step-Vans, and Sedan Deliveries! Scores of innovations include new hard-pulling Positraction rear axle, new bigger brakes, new stronger cabs, new broad-shouldered styling refinements!

Bright new middleweight and heavyweight might! New big-tonnage L.C.F. and conventional trucks are heftier than ever with new 5-speed transmissions, new huskier clutches, more durable rear axles in capacities as high as 18,000 lbs.! G.V.W.'s go up to 36,000 lbs. in tandems . . . and up to 21,000 lbs. in new Series 50H and 60H models with heavy-duty components!

New thrifter 6's, all-new V8 power! Chevy's best selling 6's are set to pinch pennies like never before with new camshaft design, new valve train durability! Six modern V8's are tougher built for bigger savings; an all-new V8, the 185-h.p. Workmaster Special* with advanced Wedge-Head design, is offered in Series 70 and 80! See 'em for yourself—the bright new trucks of Task-Force 59 at your dealer's now! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*



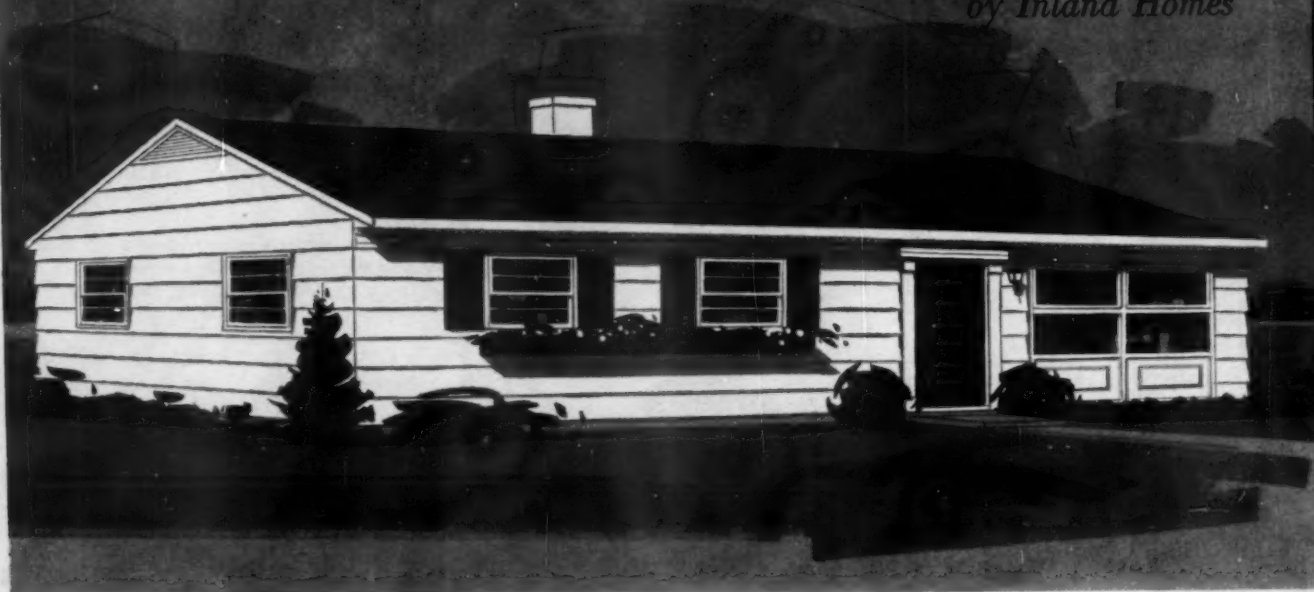
CHEVROLET TASK-FORCE 59 TRUCKS

AMERICAN BUILDER

The New
Custom

Vanguard

by Inland Homes



Now... the **\$10,000** Market
is in the palm of your hand!

Sell the full-value, full-profit Custom Vanguard for \$10,000 complete with lot!

NO OTHER LOW COST HOME GIVES YOU ALL
THESE CUSTOM VANGUARD SELLING FEATURES:

✓ **Choice of 8** Contemporary Ranch and Colonial designs.

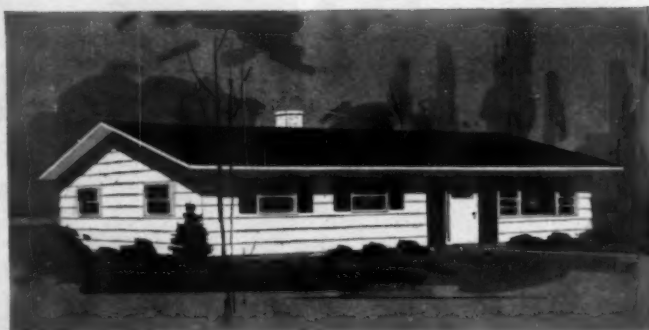
✓ Natural finish flush **birch doors** throughout.

✓ **2 x 4 construction** throughout.

✓ Factory-applied double-coursed **cedar shakes** or horizontal siding.

✓ **Choice** of aluminum or wood windows.

Makes term selling easy!



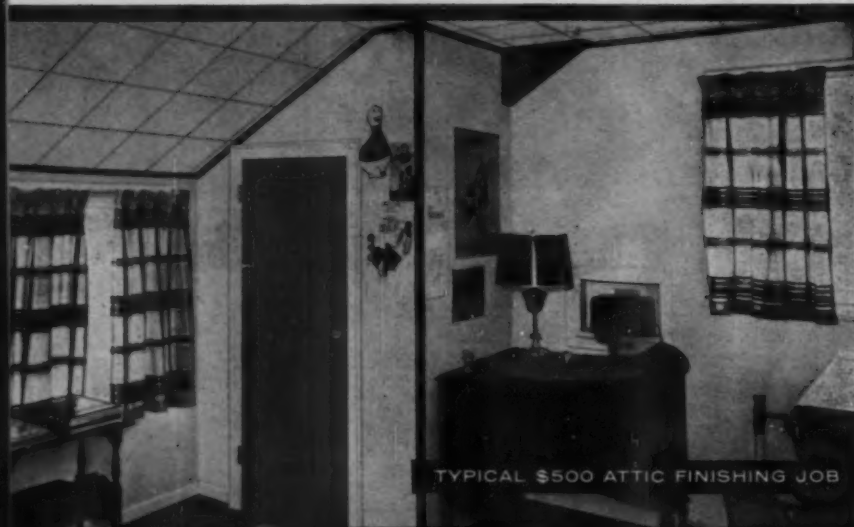
Visit, call or write P. R. Thompson, Vice President—Sales, Inland Homes Corporation, Piqua, Ohio (Phone: Prospect 3-7550).

Inland[®] Homes

CORPORATION

Plants in Piqua, Ohio and Hanover, Pa.

"Can a contractor really make money



TYPICAL \$500 ATTIC FINISHING JOB

"For dependable, steady business, and sure, fast profits, I wouldn't trade my home remodeling jobs for anything you could name. By the way, I guarantee every Insulite ceiling for a full year . . . and haven't had one complaint yet."



BEFORE: A RAW BASEMENT



AFTER: A FINISHED FAMILY ROOM

"If I had new houses that were moving slow today, I'd finish the basements with Insulite ceilings, and talk it up as a really big extra. It's amazing how fast a finished basement sells a house."



INSULITE CEILING IN A COMMERCIAL BUILDING

"Insulite Ceiling Tile makes a real nice interior finish—and acoustical treatment—in store buildings, offices, motels, schools, etc. On smaller jobs, I like to handle the whole contract myself. On big jobs, I sometimes take the ceiling work on a sub-contract."

with Ceiling Tile today, Mr. Zicka?"

Just recently, we visited builder Ralph Zicka, Cleveland, Ohio, and asked him how he's doing with the new Insulite Ceiling Tiles. You can read his answers at left. Zicka has been in business 18 years. He employs five men, full time, year around. A big part of his business is attic finishing jobs in homes he built originally.

So here are three money-making ideas for *any* building contractor, large or small. If you've got some slow-moving new homes on your hands, finish the basements with rich-looking Insulite ceilings. For a nice, steady backlog of jobs from \$500 to \$3,500, go after the home-remodeling business, featuring Insulite tileboards. For extra billing and profit on commercial jobs, *install the Insulite ceilings with your own crew.*

We can help you get the business. For free tile samples, literature, application tips and selling helps, write us—Insulite, Minneapolis 2, Minnesota.

DUROLITE

Slightly textured $\frac{1}{2}$ " T&G tileboard, with brightest, toughest paint finish on any ceiling tile. Withstands repeated soap-and-water scrubbing. Sizes: 12" x 12", 16" x 16", 12" x 24", 16" x 32". White or Light Ivory.

ACOUSTILITE CASUAL RANDOM

Newest, most modern style in drilled acoustical ceiling tile. "Casual" pattern has two size holes in a pleasing informal design. T&G, 12" x 12" and 12" x 24", $\frac{1}{2}$ " thick. Butt edge 12" x 12", $\frac{1}{2}$ " and $\frac{3}{4}$ " thick. Efficient sound absorption!

FIBERLITE

Rich travertine-textured surface, for deluxe appearance and good acoustical quieting. Sizes: 12" x 12", 12" x 24", 16" x 16", $\frac{1}{2}$ " or $\frac{3}{4}$ " thick. Butt edge . . . applied with adhesive or clips.

build better, sell faster, with
INSULITE
CEILING TILE



INSULITE, made of hardy Northern wood. Insulite® Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

INSULITE, DUROLITE, ACOUSTILITE are REG. T.M.'S U.S. PAT. OFF.
FIBERLITE IS A T.M.

MORE SOLID VALUE THAN ANY OTHER BUILT-IN!



NEW
Welbilt In **RANGES**
GAS AND ELECTRIC

NEWLY DESIGNED WITH FEATURES AND GLAMOR STYLING NO WOMAN
 CAN RESIST... AND SENSATIONALLY PRICED!

Decorator Colors—Stainless Steel! Mellow Coppertone! Sunshine Yellow! Candy Pink!

Glamor Styling—Clean, modern design to complement every kitchen decor.

Choice of Surface Units—2 burner units, or space-saving 4 burner clusters.

Automatic Clock-Controlled Oven (Electric)—Automatic care-free cooking for extra hours of leisure time.

Electric Clock and 4 Hour Timer—Times recipes to perfection.

Easy to Clean—Porcelain enamel or stainless steel finishes wipe clean with a damp sponge. Porcelain lined oven and Broiler.

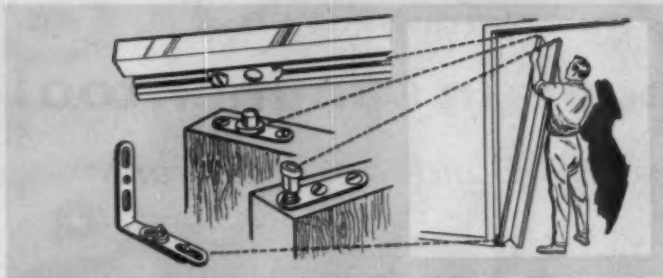
Thermostatically Controlled Oven—Foolproof thermostatic controls maintain constant temperature as "dialed" for perfect baking.

Smokeless Broiling—Broils with door closed, on both gas and electric models.

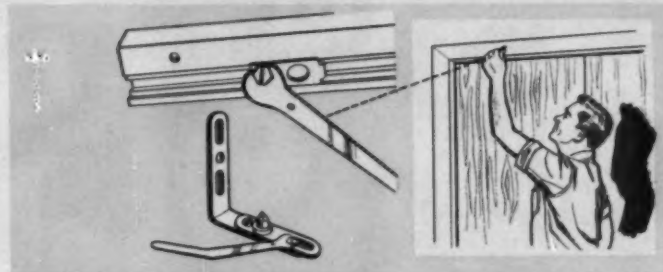
FRANCHISES AVAILABLE IN SOME TERRITORIES—CONTACT:

WELBILT CORPORATION, WELBILT SQ., MASPETH 78, N. Y., EVERGREEN 6-4300

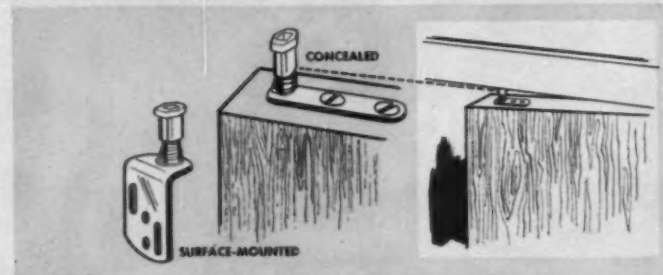
Sold outside U.S. and Canada by Welbilt International Corp., 415 Lexington Ave., New York City. Cable Address: Welbiltco.



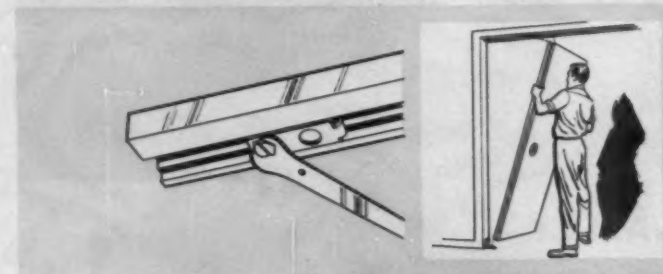
Doors hang in seconds! Slip bottom door-socket over jamb pivot. Push top socket toward center of track. Tilt door, insert top pivot and guide. Door slides easily into position — ready for adjustment with wrench, supplied in every bi-fold set.



Simple door adjustment. Tighten or loosen single nut on top socket and bottom jamb pivot. Doors can be adjusted from either side, even when fully closed. Eliminates old "repeated adjustment" routine. And doors fit closer to jamb!



Doors can't fall out of track. New suspended guide won't let them — no matter how out of square they may be. Rubber snugger and stop eliminate door play, rattles. Nylon pivots and guides provide really quiet operation, long dependable service.



To remove doors, loosen just one nut on top track socket. Slide toward center. Top pivot and guide slip out of track. Just lift door off bottom pivot and away they go for painting, etc. Fastest, simplest removal ever — and from either side!

The answer to BI-FOLD DOOR PROBLEMS!

New bi-fold hardware adjusts with wrench — permits quick, simple alignment of doors from either side — even when fully closed!

Imagine the time and trouble Stanley's unique one-nut, one-wrench adjustment system will save you from now on!

Door mounting, adjusting, and removing become a simple one-man operation — performed in seconds!

Yet that's just one advantage of this new Stanley bi-fold hardware. A new suspended guide pivot holds the doors in the track — even if they're out of square as much as an inch.

This, plus really quiet operation and attractive styling, makes Stanley's new bi-fold hardware your best bet for any bi-fold application. Remember the numbers:

2983 surface-mounted for closets
2989 concealed for passage doors

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders, industrial and drapery hardware • door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

For FREE, fully illustrated literature, clip coupon and mail to:

Stanley Hardware, Div. of The Stanley Works,
10N Lake Street, New Britain, Conn.

Name

Position

Company

Street

City State

Selling Homes is much easier when ...
the Gas furnace cools in summer, too!

Now at new low cost for Builder and Buyer!

DESIGNED BY ARCHITECT GEORGE NEMENY, A.I.A.




ARKLA-SERVEL SUN VALLEY*
All Year° Gas Air-Conditioner

Show them a home that's heated in Winter by clean, silent Gas. Show them they can set a simple thermostat dial—and the Arkla-Servel Sun Valley* circulates gentle warm air to every room. Tell prospects there's no worry about fuel deliveries either. Dependable Gas is piped right into the home. And both you and your buyer are protected by Arkla's five-year performance warranty. Choice of two models: the 3½-ton 500 and 5-ton 750.

Show them a home that's cooled in Summer by a simple change-over that turns the Gas furnace into a Gas air-conditioner. Dust-free, pollen-free, dehumidified air automatically circulates through the house. Clean, healthful, comfortable—even on muggiest days. With Sun Valley*, offer buyers a home cooled in Summer, heated in Winter—at lowest cost.

AMERICAN GAS ASSOCIATION



ONLY GAS  **does so much more...for so much less!**

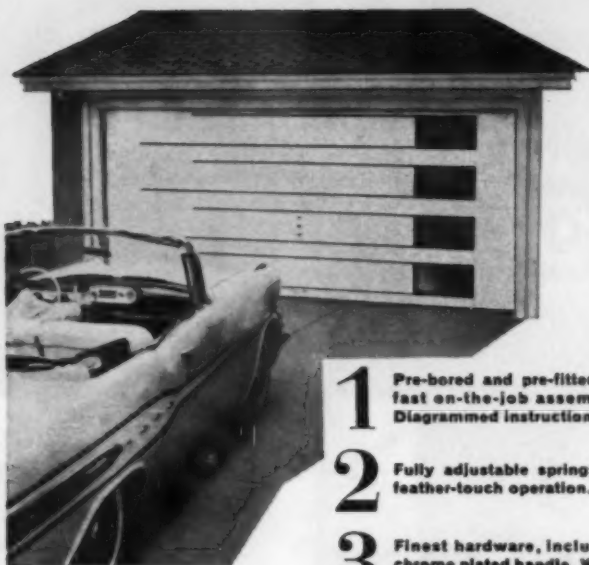
distinguished designers series



"FISHNET" ... by DONG KINGMAN



POMONA TILE



FRANTZ

GARAGE DOORS

**SOLD BY more LUMBER AND BUILDING
SUPPLY DEALERS THAN ANY OTHER**

And Here's Why

- 1** Pre-bored and pre-fitted for fast on-the-job assembly. Diagrammed instructions.
- 2** Fully adjustable springs for feather-touch operation.
- 3** Finest hardware, including chrome plated handle. Wood Sections are Frantz crafted.

Thousands of installations prove—Frantz Doors deliver more features, more value, greater sales appeal, for both builder and home owner.

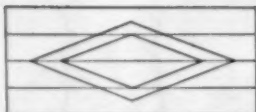
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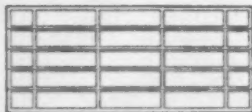
No wonder more builders are asking for Frantz doors at their Lumber and Building Supply dealers.



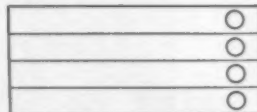
6'x7' No. 400



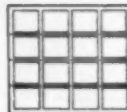
10'x17' (Molding not included)



10'x17' No. 406



16'x17' F227 with Glass inserts



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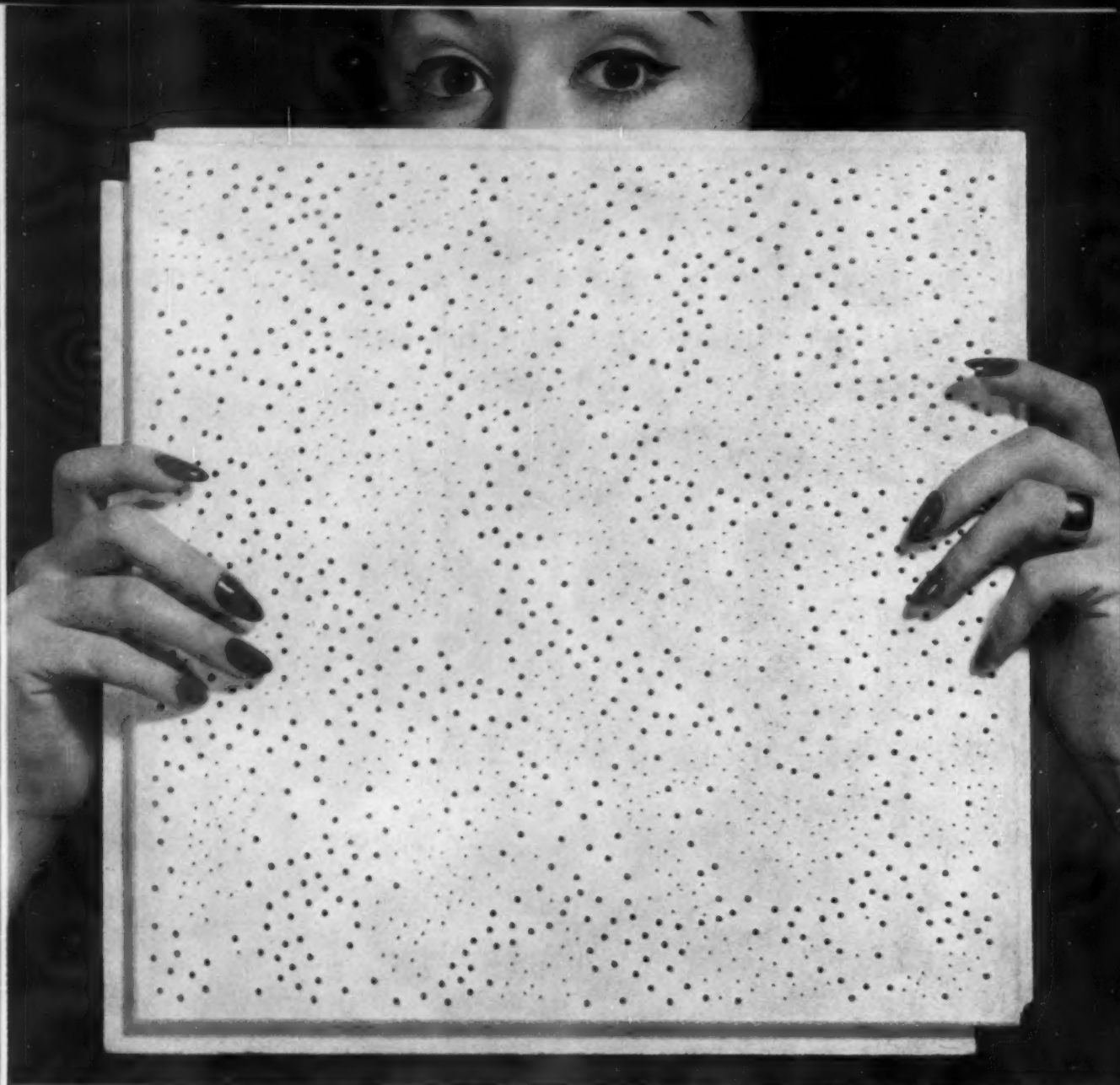
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NATIONWIDE SALES AND SERVICE



Imagine how well this new Classic Cushiontone ceiling tile would look throughout your model house.

Announcing Classic Cushiontone

Another new Armstrong ceiling that soaks up noise and gives your houses today's smart new look

Textured Cushiontone—popular Armstrong ceiling that soaks up noise and gives a home today's smart new look.



CLASSIC Cushiontone comes at a time when interest in acoustical ceilings is higher than ever. In fact, a recent survey showed that more than nine out of ten prospective home buyers are dissatisfied with plaster ceilings that crack and peel, bounce back noise, and do nothing for a room's appearance.

With Classic Cushiontone, you can promise every buyer a quieter home. And since Classic Cushiontone was created by professional ceilings designers, you can be sure it is smart

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Appropriate for all rooms, Classic Cushiontone is available in 16" x 16" size as well as 12" x 12". This larger size speeds installation.

Plan to use Classic Cushiontone in your next model house. The Armstrong Bureau of Decoration will show you how you can create striking effects along with color-harmonized rooms. There is no charge for this service.

For information, write to Armstrong Cork Co., 3911 Rider Avenue, Lancaster, Pa.

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New dimensions



Formica Front Walnut 92-N-22—Kitchen by Crawford Corp. Mfg. of Crawford Homes.



New Decorator Idea Book

SEND \$1.00 for the most stimulating idea book of room interiors you have ever seen. 43 settings in full color with floor plans for all kitchens and bathrooms. Dozens of ideas on every page for giving your interiors new style, color and sales appeal. The custom builder will use this book with customers to finalize plans. Write Formica, 4611 Spring Grove Ave., Cincinnati 32, Ohio.

in **FORMICA®** *laminated plastic*

Your Formica Fabricator Can Help You Sell!

See him for new Salesmaker tools!

Today your Formica fabricator is the best friend a sales-minded builder ever had. He has the real, pay-dirt Salesmaker tools that permit you to offer limitless color combinations . . . and get a favorable decision, fast!

You'll want to see and use the eight new "Fashion Flair" colors in muted pastel deco-

rator tones. Your home buying prospects like the color, beauty and carefree features of genuine Formica laminated plastic in kitchen, bath and on walls. Be sure to identify it in your model homes. You are using the best, so let your prospects know it. See your Formica fabricator, today. He has what it takes to help you sell. He is Salesmaker equipped.

Your customer can see all 72 colors side by side on the Formica Self-Service Color Display Board in your fabricator's showroom. This convenient wall-hanging display (photo, center) allows her to help herself to as many colors as she needs for matching with other materials. Here, Builder Burman Copher of Dayton, Ohio, uses the new Formica Salesmaker tools with a prospect in the office of Al Iossi, fabricator.



COLOR BOOK

Here are actual color swatches of all 72 Formica colors in big 9" x 11" size. Page after page of patterns, solid colors, woodgrains in a size that lets your prospect get the full impact of the material.



BOXED COLOR SWATCHES

Here is a neatly-boxed chain of all 72 colors and patterns you can carry with you on the job or to the prospect's home. Light and compact enough to carry in your pocket or send through the mail.

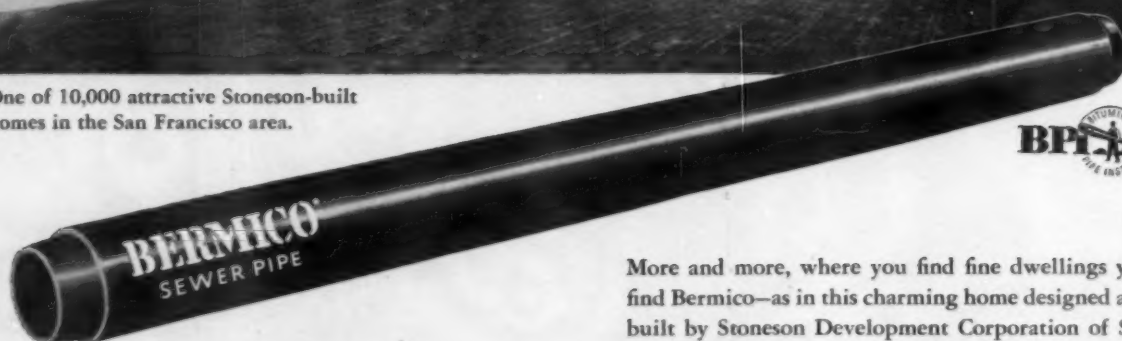


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One of 10,000 attractive Stoneson-built homes in the San Francisco area.



For a blue ribbon winner

BERMICO®

The modern pipe for modern living

More and more, where you find fine dwellings you find Bermico—as in this charming home designed and built by Stoneson Development Corporation of San Francisco. It won a Saturday Evening Post Blue Ribbon Award for the quality of its brand-name materials.

Bermico is tough cellulose fibre, thoroughly impregnated with coal tar pitch, that is naturally waterproof, root-proof and resistant to acids and alkalis. Convenient 8-foot lengths make Bermico easy to lay. Joints are quickly sealed with a few hammer taps.

For lasting service, use or specify *Bermico® Sewer Pipe* for house-to-septic tank and sewer connections, storm drains, down-spouts runoffs—*Bermiseptic® Perforated Pipe* for septic tank disposal beds—and *Bermi-drain®* for foundation drainage.

Send for free copies of our 50¢ booklets—"How and Where To Install A Septic Tank System" and "What Every Homeowner Should Know About Foundation Drainage." Address Dept. HB-11.

BROWN  COMPANY

General Sales Offices: 150 Causeway St., Boston 14, Mass.

Mills: Berlin, N. H.; Corvallis, Ore.

Such a gay and pretty effect...and for the walls

Lilly Daché chose oak

Craftwall

wood paneling !



Lilly Daché, famous fashion and beauty authority, is President of Lucien LeLong Perfumes. Here she displays her talent for smart design by using oak Craftwall as she plans a charming salon.

Lastingly lovely . . . Craftwall needs no care. Wipes clean. Nail polish, perfume, even ink in the grooves won't stain it.

Craftwall has that genuine hand-rubbed look . . . professionally pre-finished to give the most durable, stain-resistant wood finish known. Every "plank" is hand-selected to show rich, natural grain! Hardwood Craftwall for an 8' x 12' wall costs as little as \$60 retail.

Today's home buyer is discriminating . . . more conscious of quality and good taste. That's why Craftwall wood paneling is used by so many builders to give distinction to their new homes—or remodeling projects. The room above, featured in Craftwall advertising in *Better Homes and Gardens*, and other leading magazines, shows one way richness and beauty can be "built in" with Craftwall.

Craftwall is versatile. In living room, family room, den . . . or any room . . . there's a Craftwall wood to do the job—beautifully! Use *Elm, Birch (2 tones), Cherry, Maple, Oak, Knotty Pine, Mahogany or Walnut*. Prospects will like Craftwall's tough, factory-finish that resists dirt, scuffs and stains . . . cleans with a damp cloth. No waxing needed.

Craftwall 3/4" panels come in modular sizes (48"x96", 48"x84", 32"x64", 16"x96", or longer) for economy, speed of installation. No special skill required—just use nails or Roddis Contact Cement. Craftwall is guaranteed in writing, for the life of the installation, too. It's easy to achieve that "look of luxury" in your homes with Craftwall. Coupon below brings details.

Roddis also offers custom Hardwood Paneling . . . Doors . . . Wood Finishes . . . Adhesives . . . Plywoods . . . Timblend

Roddis

Builders' Craftwall Fact File on request!

Roddis Plywood Corp., Dept. AB-1158
Marshfield, Wisconsin
Please send me your Builders' Idea File on Craftwall wood paneling.

Name
Firm
Address
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NOW YOU CAN OFFER



IT'S A COMPLETE KITCHEN, all by Westinghouse—appliances and cabinets alike. Westinghouse wood cabinets are designed to match and sized to accommodate Westinghouse built-in appliances. Now you can offer custom kitchens in the homes you build, simply and economically. Order the complete kitchen, appliances *and* cabinets from one source . . . your Westinghouse Distributor.

BUILT-IN REFRIGERATOR-FREEZER highlights your kitchen. This 13 cu. ft. vertical model includes a separate 4 cu. ft. home freezer, located below. Also available in a horizontal model for built-in or stack-on installation.

ALL-WESTINGHOUSE KITCHENS

...exciting built-ins plus new Westinghouse wood or metal cabinets to match

Only Westinghouse gives you your choice of wood or metal cabinets *and* a complete line of built-in appliances. Designed like fine furniture, these new wood cabinets are carefully constructed of selected maple with natural finish. They include such quality features as adjustable wall cabinet shelves and steel-channel-drawer glides with nylon rollers.

If you want color, choose metal cabinets by Westinghouse in Confection Colors of Frosting Pink, Mint Aqua, Lemon Yellow and Sugar White, that exactly match Westinghouse built-ins. For details and specifications on these new cabinet lines and the appliances they complement, call your Westinghouse Distributor or write to the Westinghouse Electric Corporation, Contract Sales Department, Major Appliance Division, Mansfield, Ohio.

YOU CAN BE **SURE**...IF IT'S
Westinghouse



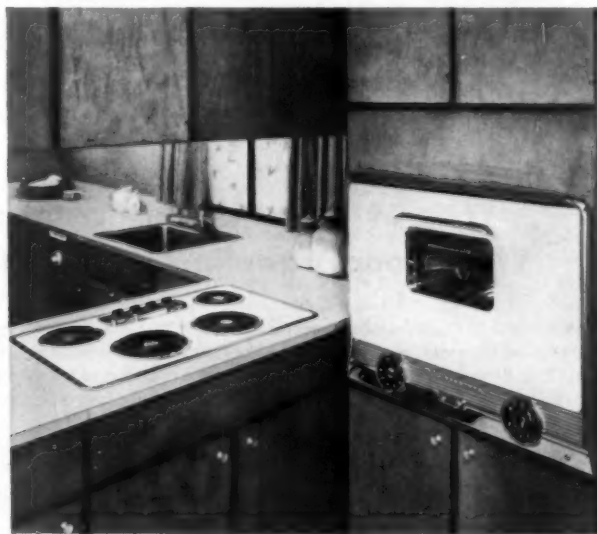
WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"
CBS TV MONDAYS



PUSH-BUTTON LAUNDRY IN ONLY 25 INCHES OF FLOOR SPACE—Vertically installed Westinghouse Space-Mates offer this space-saving advantage and many more. They can also be built-in undercounter or side by side, up in-the-wall. These matching twins wash and dry two family-size loads simultaneously. Shown here with Westinghouse metal cabinets.



DISHWASHER FRONT PANELS match any installation—The Westinghouse undercounter dishwasher is available in Mint Aqua, Lemon Yellow, Frosting Pink, Sugar White, Brushed Chrome, Antique Copper, prime coat steel and matching Westinghouse wood cabinet front. Holds dinner service for ten.



TWENTY-FOUR BIG INCHES OF INTERIOR WIDTH—That's one of many selling features of this automatic Westinghouse Oven. Matching four-unit platform can be had with square corners to simplify installation in ceramic tile. A selection of 17" ovens, two-unit platforms and rotisserie models in both 17" and 24" ovens is also available.



THIS ROOM, decorated in Contemporary American (left), and in French Provincial, is paneled in random plank style with Weldwood prefinished walnut V-Plank® and Weldwood Hardwood Trim.

Whether your buyers want modern or traditional— Weldwood paneling fits in with their decorating ideas

Weldwood walnut V-Plank, prefinished to cut your installation costs, retails for only \$75 for a 12' x 8' wall.

See above how Weldwood paneling lets you build sales-winning luxury into your homes—and lets your buyers decorate as they wish. Weldwood's choice hardwoods—warm, inviting, and rich in varied grain patterns—adapt to any setting.

Installation's no problem. Prefinished at the factory, this Weldwood paneling can go up over furring strips on any wall or studs. And the easy-care fine furniture finish is a real sales-clincher—so luxurious you can actually feel the difference, it guards the wood's beauty and makes housekeeping easy. Weldwood paneling is guaranteed for the life of the building.

See over 70 types of Weldwood paneling

at your Weldwood lumber dealer's or any of our 115 branch showrooms. New York Showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.

----- SEND FOR FREE BOOK TODAY -----

United States Plywood Corporation
55 W. 44th St., New York 36, N. Y.

Please send new full-color folder, "Presenting Weldwood Prefinished Paneling For Fine Interiors," which includes installation instructions.

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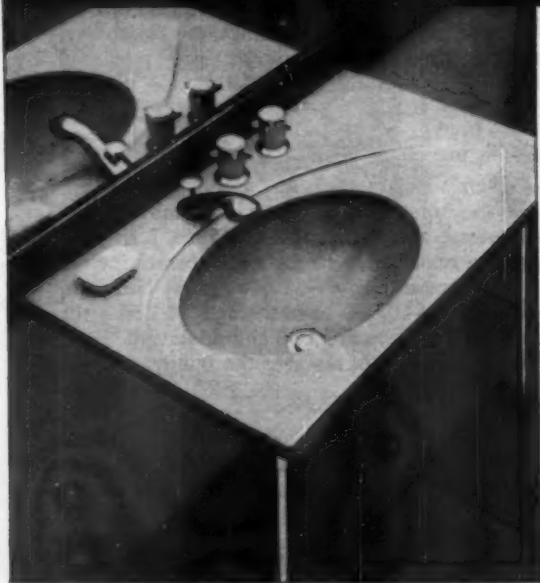
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WELDWOOD® WOOD PANELING

A PRODUCT OF UNITED STATES PLYWOOD CORPORATION



NEW! This vitreous china lavatory with revolutionary new fitting arrangement, featuring spray spout, may be built into a vanity or installed on a cabinet or legs.

Briggs Ideas that help sell more homes

A unique bathroom featuring the ultramodern, wide-shelf Chaucer lavatory

Simplicity that spells personal luxury . . . contemporary textures that delight . . . accented by the compatible color of handsome Briggs Beautyware in such harmonizing tones as Coral, Autumn Yellow, Sea Green, Sky Blue, Pearl Gray and Sandstone. Here's a bathroom filled with translatable ideas for your homes, including the enviable luxury of Briggs' new, wide-shelf lavatory. For striking bathrooms that will make every home "stand out" against competition, build with Briggs Beautyware—America's smartest plumbing fixtures.

BRIGGS MANUFACTURING COMPANY • WARREN, MICH.

BRIGGS

B E A U T Y W A R E

These 10 editors
traveled 17,750 miles;
visited 63 cities;
saw 720 model houses



Walter Browder, Editor: N. Atlantic states.



Joseph B. Mason, Editorial Director: South.



Max Hantoon, construction editor: South.



June Vollman, news editor: Northeast.

QUICK PICTURE: 32 biggest



NO. 1 A big shift toward lower-cost houses heads the list of important trends this year. Middle-Atlantic states are the only holdouts and, even there, prices are softening. Two things account for it: First, builders jumped for the low-cost market when Fanny May was jolted into life earlier this year (and found themselves besieged with buyers). Second, some builders in each area have had to down-price slow movers. This overall shift has apparently left profit margins relatively unaffected. In some cases, margins have increased.



NO. 2 By whatever name you call it—colonial, traditional, or conventional—it's hot. Builders have been doing a lot of testing in the past five years—from extreme modern to overdressed Hansel and Gretel. Colonial must be the key to the buyer's strongbox. We saw it from California to Connecticut. But more important, it was outselling the competition as much as three to one. Photo at left is typical of the "colonial" we saw. Another example: see our cover.



NO. 3 There's no question any more that builders have sold the home-buying public on family rooms. This has become as American as apple pie. Last year, we reported a remarkably strong trend toward including a family room in the over-\$20,000 class. This year, houses going for \$10,000 have them. And here's the clincher: custom houses \$65,000 and up have dumped the library and/or den in favor of the family room.



NO. 4 More space for the dollar. We saw \$10,000 and \$45,000 houses built for \$10/sq. ft., and less. Not every builder was doing it, of course. Some built houses at \$17/sq. ft. and sold them, too—for other reasons than space. But space is important. Giving it in the under-\$20,000 class (often to the exclusion of built-ins) is winning buyers with big families and small incomes.



Al Hattal, merchandising editor: East Central.



Joe Ferche, technical editor: Middle Western states.



Bill Rodd, western editor: West Coast.



Walt Veneigh, mid-west editor: North-west.



Carol Snyder, news editor: Mid-Atlantic.



John Ingersoll, feature editor: Middle Western states.

building trends in America

These trends are new signposts along a trail that builders are blazing out of the recession. This report represents the first on-the-spot coverage of today's housing picture

NO. 5 Wiring is better everywhere. 100-amp systems are almost run-of-the-mill now, even in models at \$10,000. In several cities, electrical codes now forbid less than 100 amps in any house. Saw more circuit breakers too.



NO. 6 Entries are getting grander. Double doors, glass panels, overhangs, porches, planters and fancy hardware lead the list.

NO. 7 A few more two-bath homes under \$18,000. But the trend to watch is the compartmented, connecting 1½ bath. This is new to most buyers.

NO. 8 Wood paneling gets even more of a play in family rooms than it did last year. It is showing

up in living rooms, too—often on one wall, with the other three walls painted or papered. And sometimes, even baths are paneled.

NO. 9 Kitchens are shrinking. Builders apparently have found the best combination to be a "working" kitchen (compact and convenient) adjoining a breakfast nook. Built-in range and oven are practically standard now.

NO. 10 Although oak floors still dominate in most areas, resilient tile is gaining. We saw many bedrooms with vinyl floors.



NO. 11 On the outside: no change. Brick (often "antique") is still tops in many areas.



NO. 12 Roughly 90 per cent of all closets featured sliding or folding doors—both wood and metal. More than we had expected measured full ceiling height—thus eliminating header.

NO. 13 Contemporary styling is dying for lack of sales. In quite a few cities, we saw sleek, modern designs that had been inventoried for up to 12 months. Some are moving their contemporaries by adding colonial touches.

NO. 14 Gingerbread is beginning to waver, too. Best indication is in Los Angeles, its birthplace, where gingerbread is now passé. Our bet: this style has yet to run its course through U.S.

NO. 15 Generally, money is still plentiful; points down. However there are ominous signs in most areas that easy money is getting hard to find again. And VA discounts are going up.



NO. 16 Where basements are the norm, we found more of them finished, even when it wasn't included in the price. Builders wanted to show their buyers what could be done with the basement.

NO. 17 Air conditioning is gaining, but slowly. It's seeping into the lower brackets too. Many houses at least had duct work ready for a/c. Two trends were noticeable in the air conditioning we did see. First, there are more heat pumps than ever before, and second, gas a/c is increasing.

NO. 18 A big improvement in color coordination showed up this year. More builders are hiring color specialists to blend inside, outside and the neighborhood.



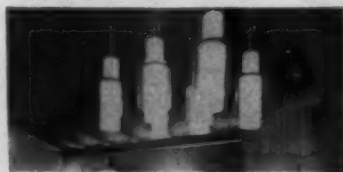
NO. 19 Stone or tile-floored entryways are catching on. Last year we saw it in the custom models. This year we saw it in builders' production models.

NO. 20 Better-looking lighting fixtures are being used in more rooms. And even in medium-priced models, builders are using more built-in lighting.

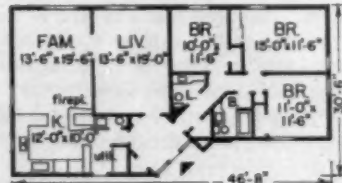
NO. 21 Here's one report we're not too happy to give. From coast to coast, there is wholesale backsliding in sales promotion, merchandising and advertising. It seems that merchandising was the first expense to go when selling got tough last year—precisely when advertising should be increased. The glamor fringes of advertising—radio and TV—suffered the most. And too many builders cut down their newspaper advertising to a single burst during National Home Week. Only bright spot: builders who have habitually been strong merchandisers are plugging harder than ever.



NO. 22 Prefabs in the "prefab belt" (Pa., Ohio, Ind., Ill.) made considerable gains, especially in low-cost housing. Elsewhere, conventional construction dominates the market, except in areas close to other prefabbers. The fact is that there are far too many cities we visited where component construction was frowned on. Not because it can't compete dollar for dollar (this we could accept), but because the system of pre-assembling wall panels and roof trusses—especially roof trusses—is considered inferior. In 1928, we might have agreed, but in 1958? No. We'll even go out on a limb: By 1978, only a relative handful of builders will be erecting houses "conventionally." Component building, whether by the builder or by a prefabber, eventually is just going to be too much competition.



NO. 23 A slight increase in furnished model homes this year. To get it done, most builders simply make a deal with the local furniture company. In several cities, however, builders bought a houseful of furniture once—then moved it from model to model. In some areas, houses even got a "lived-in" look. For instance, beds were made up and turned down with pajamas draped over the foot. In contrast, some builders purposely left their models unfurnished. Their comment: "The rooms look larger when they're empty." Our only observation is this: in a Parade, the models should be all furnished or all unfurnished, so that each gets an even break.



NO. 24 Floor plans are getting better. This applies to all price brackets. We found entries more intelligently placed; traffic patterns less apt to criss-cross; and access to bathrooms and to the outside improved. We also found many builders making good use of courtyards, either off the family room, or as a buffer before the front entry. In the under-\$15,000 class, however, we still found some very sloppy plans. Granted—it's not easy to lay out a good plan when total floor area is at a minimum. But many builders manage to do it, and there's no reason why more can't. We found too many plans in this category, for instance, with front entries in the center of the living room, or traffic patterns that made the living room a hall.

NO. 25 Manufacturers' promotions are used to better advantage by builders this year. One very good reason: producers are more aware of builders' promotional needs. The displays we saw were doing more than linking the house with a national brand name. They were helping to sell the house itself. These displays—which were smarter-looking too—pointed out how product made the house sounder, more comfortable or longer-lasting—not just how good the product is.



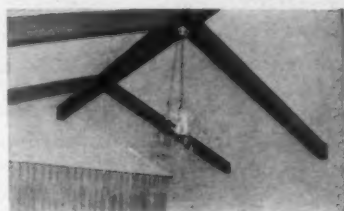
NO. 26 Storage space has increased everywhere. More double closets, larger linen closets—often right in the bathroom, and an in-

creasing number of general purpose closets in ranches with no attic storage. Also noted: many more built-in shelves, cabinets.



NO. 27 Utilities are more involved in the business of selling homes. In nearly every city we visited, there was either a strong Gold Medallion program or an All-Gas promotion or both. In Tulsa, for example, there were two Parade sites. Six all-electric Gold Medallion homes were located at the first site and seven All-Gas models were grouped at the second location. Both utilities had spent a sizable sum on advertising and on-site merchandising. There's no doubt that this kind of cooperation pays dividends.

NO. 28 Trade-ins are surprisingly strong in some areas—barely heard of in others. On the whole, however, more builders are accepting trades for new houses. There are a variety of methods, but most commonly found was this one: buyer is given the assessed valuation on his existing home less a flat percentage—plus a time limit to sell the house on his own. Local HBA's have been a big help. Using material from NAHB's Washington office, many have drawn up sample contracts.

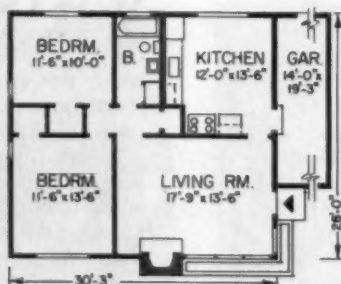


NO. 29 Showing up a good deal more often this year are vaulted ceilings, with or without open beams. They're featured in all styles: colonial to modern.

NEWCOMERS—not strong, but they bear watching



NO. 30 In more than a few cases, two fireplaces were included in basement homes. One was located in the living or family room upstairs, and the second was directly below it—on the same flue—in the recreation room. Idea is to provide an informal area for both children and parents.



NO. 31 Demand for two-bedroom houses in the custom field has never stopped. Now, however, there is a reappearance of two-bedroom project homes at prices under \$18,000. Idea is to fill need of older couples whose children have married, but who cannot afford an architect.



NO. 32 Although four-bedroom homes aren't new, the increase in them since last year is certainly worth mentioning. These models are under \$22,000 for the most part, and we saw a surprisingly large number under \$18,000. The extra room is often called a den or bedroom.

Nearly 1500 out-of-town builders and manufacturers got a close-up view last month of what model home merchandising should be like.

The place: San Antonio, Texas.

The occasion: National Housing Center's 2nd Annual Marketing Conference; and immediately following, the Fall Board of Directors' Meeting of the National Association of Home Builders.

The close-up view consisted of five parades of homes. Delegates saw 73 houses built by 52 builders. They joined some 185,000 San Antonians who toured the parades and bought more than \$1 million worth of houses in ten days. The houses ranged in price from \$10,000 to \$50,000.

Before touring the houses, delegates to the marketing conference heard that the model house is the best sales tool today for home-builders as well as manufacturers of building products.

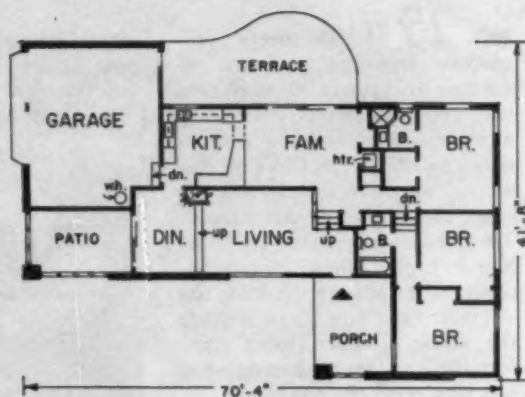
Said E. W. Smith, vice-president of Owens-Corning Fiberglass Corporation: "Model homes are the best place to sell products. Fifty million people go through them, and one million of these will buy them."

Said Stanley Edge, nationally known merchandising consultant to builders and manufacturers: "The model house is the sales house."

Said Walter Reese Browder, editor of American Builder: "The National Home Week house is the most important model house a builder puts up."

Browder listed five criteria for any successful parade of model homes. He urged delegates to judge the San Antonio parades along these lines:

- (1) A parade model must be the builder's "best foot forward". A merchandising opportunity as big as a National Home Week parade deserves the absolute best in design, layout, land planning, and sales promotion.
- (2) The builder's own name must be the most important brand name in the house. Brand names in the house are a vital sales tool; but the house is chiefly the product of the builder's own skill and knowledge.
- (3) A parade of homes must be a cooperative venture. No one builder should dominate a parade. National Home Week is intended to help all the builders—large and small—in an area.
- (4) A parade of homes should represent a strong association effort. It should be well planned, well coordinated, well promoted, and well financed. A Parade of Homes should set up a new selling season: Fall and Winter. This was the intention of the late Ed Gavin, American Builder's editor, when he conceived National Home Week. And it's a big reason why homebuilding has become a year-round industry.



GOOD DESIGN is all important in the model house. Here, it has been achieved through simplicity of line, subtle mixing of materials. Floor plan, above, is designed to make the most of the large family room.

In San Antonio, NHC's Marketing Conference emphasized the role of the model house:

Your model house

When a builder opens a model house, particularly a parade house, he literally puts himself on trial. A bad job can hurt him for months to come. But an outstanding job, and one that offers specially good value, can furnish him with enough orders to carry well into the next year.

In other words, the model house represents the best the builder can produce in every respect. This house is builder Tom McGovern's "best foot forward." Like all McGovern's houses, its design is clean and simple, with enough of a contemporary look to add interest. Its layout is both livable and workable.

As a parade model, it is excellently furnished in Japanese style—so well, in fact, that the buyer bought the furniture as well as the house.

The house fits the land. It steps up from front to back to accommodate a slight slope. It is positioned to get the most from existing trees. And it is built on a very attractive corner lot.

The final test is value. The house sold for \$25,500 (without furniture). For more than 1,600' of attractive space, it was a fine buy.



should be your best foot forward



SIMPLE, tasteful furnishings were a big reason why house was sold as soon as it was opened. Furniture was sold too. Unusual touches include the large low eating bar, and louvered doors on the kitchen cabinets.



SLIDING-GLASS DOORS make the patio actually part of the family room, add light and a feeling of space. Dark paneling is on two of the four walls. House was sited to take advantage of trees in both front and back.

NOVEMBER 1958

Your most important brand name →



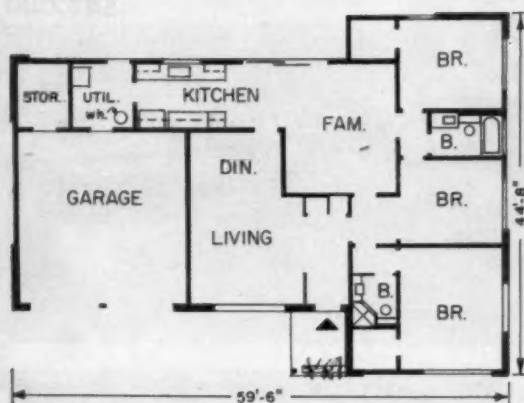
The most important brand name in





BUILDER'S NAME and reputation are the center of attraction in this brochure. "Meet the builder" idea on back page includes a brief biographical sketch of Johnson, covers personal highlights and building background.

- ◀ **LONG, UNBROKEN** eave line makes this house look large, while the large wall openings keep it uncluttered. Plan, at right above, shows unusual family room position which makes it the center of all living activities.



No matter how many other brand names go into a house, the builder's own name is the one that stands out. His ability and integrity are most important to the man who buys the house.

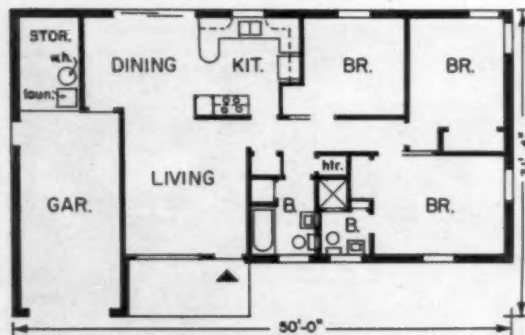
This house, built by E. S. Johnson and priced at \$21,000, is a good example. It has enhanced Johnson's reputation as a fine builder. And Johnson is using this reputation to sell houses.

your model house is your own



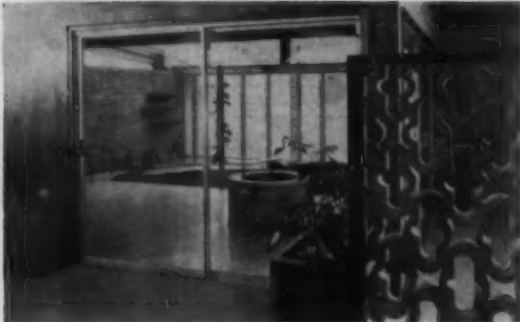
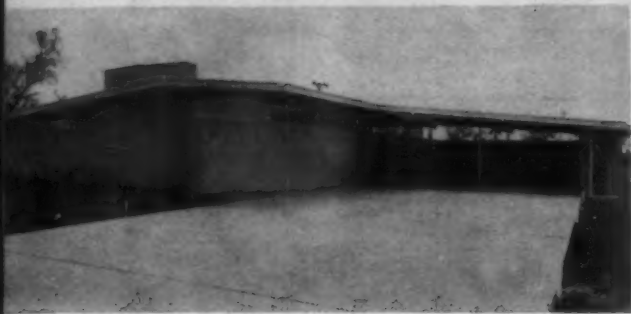
IMPORTANCE of the builder's own brand name is stressed in this brochure. Although an appliance manufacturer was partly responsible for the literature, the builder's name goes up front, the manufacturer's further back.

- ◀ **FRONT ELEVATION**, often monotonous in a small house, is here broken up by garage extension and front porch. As plan shows, moving garage forward provides utility-storage room in the back. Price is \$12,350.

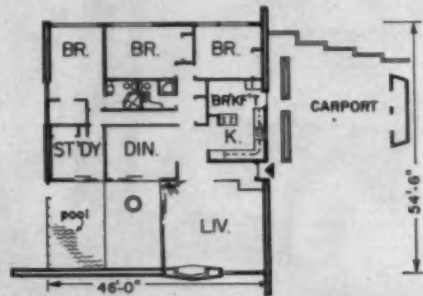


There's a model house for every price bracket

\$45,000



◀ **SIMPLICITY** of line, materials and shape give this \$45,000 model the look of both elegance and good taste. Large size allows the use of clerestory windows without making the house too high. Leslie Cooper is the builder.



FLOOR PLAN is almost a square, but inside baths allow outside wall space to be given to all three bedrooms. All living area opens to atrium, including study, which also could be used as a fourth or guest bedroom.

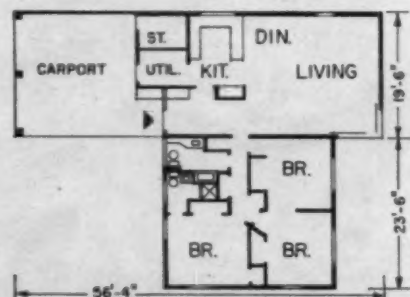
◀ **MOST GLAMOROUS** feature of house is the atrium. Section near living room has regular roof; garden and pool section, further out, is roofed over with louvers. Rear wall also is louvered, making atrium a real outdoor room.

Your model house can appeal

\$20,850



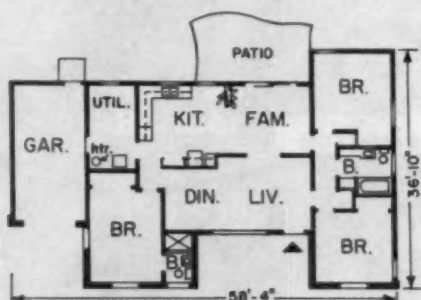
◀ **CONTEMPORARY STYLING** is the keynote of this \$20,850 model by William Ochse and Associates. Although most of house's space is from front to back, carport, with its long, low roof, adds a feeling of length as well.



FLOOR PLAN shows sharp division between living and sleeping areas; openness in living part, privacy in bedroom section. Folding wall between children's bedrooms permits opening of large play area during the day.

◀ **INFORMAL LIVING** is the core around which this house was designed. Family and formal area are combined in one room, get slight separation here from divider at right. Note spaciousness of the front entry.

COLONIAL INFLUENCE is evident in this \$18,500 house built by Edgar Von Scheele. Shutters, higher roof pitch, latticed bathroom window, and columned porch are some of the touches that give traditional appearance.



MASTER BEDROOM and bath get an unusual degree of privacy in this plan, form almost a separate "apartment" in the house. Position of family room allows a minimum of wasted space allotted to hallways.

OLD-FASHIONED family kitchen idea carried the colonial theme inside the house. Kitchen itself, however, is completely up to date. Drapes at right cover sliding-glass doors which lead to the patio in back.

\$18,500



to any price-bracket

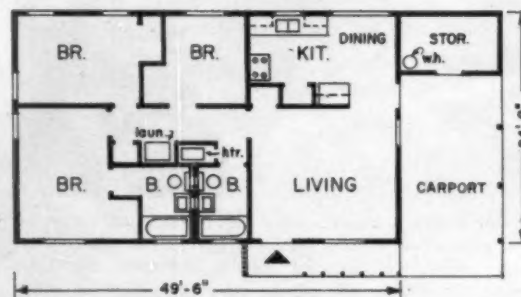
Too many builders think that a good model house has to be an expensive model house. Nothing could be further from the truth. There are home buyers in every price range, what they want to see is the best possible house that *they* can afford.

San Antonio's National Home Week promotion was set up with this price range problem in mind. The five different parade sites embrace houses of all price tags, from \$10,000 to \$75,000. Buyers want to *look* at every house; but when they start thinking in terms of signing the contract, they'll go to the parade that has the price they want to pay.

LOW-PRICE RANGE is the specialty of big builder Jim Burke. This \$13,500 model was donated as first prize in a drawing, proceeds from which will go to St. Mary's University to establish a chair of law.

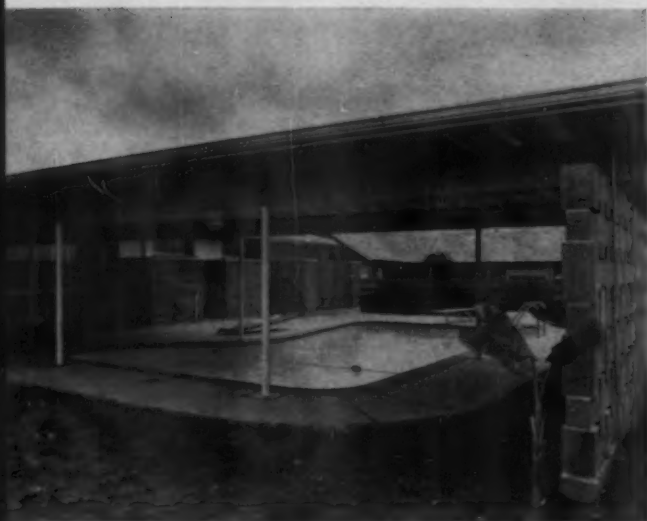
LOTS of living area in a small house is made possible by this plan. Kitchen is kept small by putting laundry center in bedroom corridor, close to bathroom plumbing. Note that despite size and price, house has two baths.

\$13,500



Tomorrow's ideas for today's model house ▶

Your model home should preview next year's big ideas



OUTDOOR LIVING luxury is becoming more important to buyers every year. Masonry walls beyond pool open into baths, which double as dressing rooms. Out of picture at left is a barbecue. Thurman Barrett Jr. is builder.



IMAGINATIVE room divider in this house by Burden Building Co. separates rooms, still gives open feeling. Other tomorrow's touches include planter, brick wall, and built-in seat below the divider.



TOMORROW'S buyer knows more about the house he wants than ever before. William Trieschmann shows them plans for this model, and possible alternates. Note the small, yet efficient kitchen, typical of today's trend.



BUILT INS are getting fancier year by year. Humphrey Price offers shelves and a built-in desk at this paneled end of the family room. Brick divider at right is typical of the increasing use of masonry inside the house.

FORECAST FOR 1959

Building: Back in the big time?

If you look closely, that question mark up there in the headline is really a dollar sign. Money—or the supply of money—is the key to the year ahead for the construction industry.

With it, home building *will* be back in the big time, with 1.2-million housing starts and a \$72-billion total market (see pp. 76-78).

Without it, we may be back where we were two years ago.

Little wonder the crystal-gazers are loath to predict more than six months ahead—and even then with much hedging.

But the experts we've talked with know this: the potential is there for the best year since 1955. Here's the bright side:

- There's plenty of money around—at a price. People have been saving. And new sources have added to the funds available for lending.
- Prices of houses have lowered enough to tap a substantial share of the mass market.
- New building materials—and methods—have enabled builders to economize, thus improving both their profits and their market.
- Builders are learning how to sell better and more economically. Working together with manufacturers and distributors, they make a better team than ever before.

Figure it this way: as money (and government financial policy) goes in '59 so goes the building industry.

1959: Why your \$72-billion

FORECAST:

Congress will finally pass an omnibus housing act in '59

Senate and House banking committees will tackle housing legislation before much else when Congress convenes in January.

Basis of the new law will be the 1958 Act that missed out by six votes last August. Unless new compromises are sought or pet amendments added, the new bill should sail through fast, pass both houses easily. Net result: a much better year for building.

Suppose delay, no new major housing law till midyear? Then look for trouble. The industry could go into reverse.

On the other hand, if business gets too good—if

housing hits, say, a seasonally adjusted rate of more than 1.2 million starts, look for anti-inflationary action by the Fed. Already the prospect of a \$12-billion federal deficit has given the Fed itchy fingers.

FORECAST:

Starts in '59 will total 1.2 million, give or take a bit

The '58 total will top 1.1 million—probably about 1,125,000. This includes 60,000 public starts, due to drop 10-15,000 next year (see page 78 for details). Figure 1,150,000 private, 50,000 public in '59.



Did you cash in on

American Builder's 90% correct
forecast for 1958?

Last November we crawled 'way out with 42 specific forecasts. Here are some of the 36 we hit on the nose.

FORECAST: "Trend will be toward lower prices."

FACT: Median-price house in '58: \$14,400 (down 4%).

FORECAST: "Interest rates will taper off."

FACT: Rates dropped steadily from March to August.

FORECAST: "Congress will probably extend the VA housing program."

FACT: It did, early in the year.

FORECAST: "The year will start at a 1,000,000 rate, gaining in the second half. Final tally: 1,050,000 private starts, 50,000 public."

FACT: Bull's-eye.

FORECAST: "You'll find more mortgage money . . . Supply will be up. . ."

FACT: Mortgage money supply was best in three years.

FORECAST: "Tax cuts: You'll hear heap talk about them. Don't believe it. Congress will go through election-year motions, but nothing doing in '58."

FACT: Congress did go into its act. And, nothing happened—on schedule.

FORECAST: "Discount controls. If not actually k.o'd, they'll at least get pretty battered."

FACT: The 1958 Emergency Housing Act repealed discount controls Apr. 1.

industry faces a critical year

FORECAST:

Value of all construction will top \$72-billion in '59

Here's the breakdown, based on estimates of informed industry and government experts:

	'58	'59	% change	% of market
(billions)				
Priv. Res.	\$17.9	\$19.1	+6.7	26%
Priv. Non-res.	16.6	17.2	+0.3	24
Public	15.1	15.8	+4.6	22
Modernization	21.0	20.2	-4.0	28
Total	\$70.6	\$72.3	+2.4	100%

See page 78 for details.

FORECAST:

Prefab and component building will continue to gain

Look for higher volume in such methods as more builders learn how to save money using them. Trend is definitely in that direction.

FORECAST:

Money will cost more—starting right now

Not because of any scarcity; there's plenty. This time it's because of the heavy demand. Blame the inflationary trend of the economy in general. Borrowers expect even higher interest rates later in the year, so the big ones—especially big business—are borrowing *now*. Result: firm rates and higher discounts. (Compare it to the odd situation in the price-yield ratio of common stocks, with prices soaring despite currently low yields.)

Builders face tough period right ahead—from November through February, the big lending period. Gradually, as business continues to spend more on capital expansion, lenders will switch their investments, dropping mortgages. Change will not be as abrupt as the reverse switch last spring, however, when money suddenly jolted loose.

But note: yields on long-term bonds are back up and the rate of three-month Treasury bills has more than doubled since midyear. If Congress doesn't reinstate Fanny May's special assistance provisions for par purchases, the housing market may be back where it was in '56, with high interest rates and discounts.

First to suffer: VA and FHA housing, as fixed mortgage interest rates become even less attractive to lenders.

FORECAST:

Labor costs will keep climbing, but at slower rate

Seasonal unemployment will be high early in the year until business upturn gains momentum. Even then it will lag behind the pick-up in business activity. Final labor contracts in housing industry will depend largely on results of steel and auto settlements; if management is easy, housing field will have to go along. But recent Ford, Chrysler, GM deals make picture look better.

FORECAST:

No tax cut next year—but no increase either

Again there'll be a lot of conversation—for and against. But, two big reasons for no cut: (1) inflation is once again the chief menace, (2) no election in '59; practical politicians would rather wait till '60.

No increase because, while '59 is not an election year, congressman want to play it safe with their voting records. Unbalanced budget is more embarrassing to the administration than to Dems (who will again control Congress).

FORECAST:

Builders' profits, up in '58, will stay up in '59 ... If ...

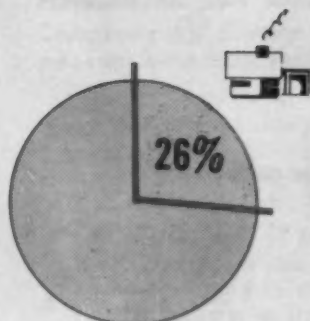
Four big reasons why builders came out ahead this year:

1. Easy financing made selling quicker.
2. Lower discounts reduced the cost of money.
3. Builders geared their production to sales more accurately.
4. Builders managed to increase their efficiency by means of new materials and improved methods, helped along by some improvement in building codes.

For '59, don't bet on 1 and 2; in fact, figure *tougher* financing and *higher* discounts. Labor, materials, land, money will all cost more, too. Still, sharp planning for 3 and 4 *can* offset the rise.

How the trends will shift—and how fast ▶

Still going up—but slower



Residential will gain 6-7%, top \$19-billion

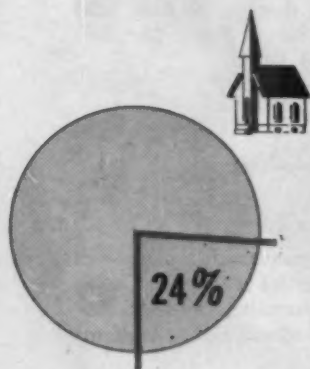
Housing will take off at quite a higher rate than it did in '58: well over 1.1 million starts (compared with 1 million). And it should get better. Depends on the money supply. If tight-money policy really takes hold, look out: the year could be a reverse of '58, getting *worse* instead of better.

Trend is toward lower-cost housing. So dollar volume will not be up as

sharply as starts—especially as rental housing keeps booming.

In short, watch for these things:

- **Mortgage money:** Tighter, more competition for it from all over.
- **Starts:** Will total 1,150,000 (plus 50,000 public).
- **Interest rates:** High, with higher discounts, unless Congress passes FNMA special assistance provisions.



Non-residential will inch up to \$17.2-billion

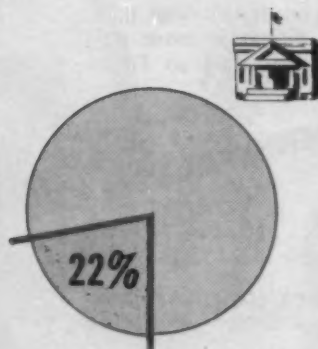
Best news here is that industry has begun its expansion plans a full year ahead of schedule. The steady decline in capital outlays in '58 has stopped and business has already upped plant and equipment spending.

Private schools, hospitals, recreational facilities, moderately up this year, will go up some more in '59.

Up on a plateau is church building. This category won't gain sharply again until population skyrockets in the '60s.

Farm construction, too, will stay up, owing to high farm income.

On the way down is construction of office buildings, public utilities. Rails and telephone companies are down already; next to drop are electric, gas.



Public will move up another 4-5% to \$15.8-billion

Sharpest gainer in '58, this segment of the industry will rise at a slower pace next year. And accent will be on different types of construction.

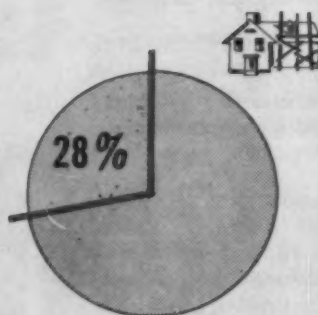
Housing, for example, will drop from this year's peak of 60,000 units to about 50,000.

The giant highway program will top

\$5.5-billion this year and go well over \$6-billion in '59.

Schools will taper off. They had shown steady gains for years but now seem to be on a plateau.

Military industrial building will go down, except for atomic-energy facilities, missile and aircraft bases.



Remodeling will drop 4% to \$20.2-billion

Recession talk hit hard at this market during '58. Home owners and businessmen alike took a firmer grip on their money, preferred to remain as liquid as possible, thus spent less on modernization. Urban renewal never really got off the ground.

For '59, more of the same. With tight money looming again, the outlook is for little change in psychology—at least until midyear.

So, for '59, figure a dip in repair, maintenance, etc. Total: just over \$20-billion.

Your floor is no better than what goes under it

Resilient flooring has enjoyed an enormous boom in recent years. More varied and better materials are constantly being marketed and installation techniques have steadily improved. Inevitably, though, as in any boom, problems have arisen.

In the opinion of the Building Research Institute, these problems were sufficiently important to warrant double-barreled action. First, the Institute surveyed some 7,400 builders, flooring contractors, and architects. It asked them to list their major problems with resilient floorings, and what caused

them. Then, in September, it called a conference in Washington, D. C., to discuss how these problems could be licked.

Two main points emerged from the conference. First, no floor is better than the subfloor under it; and, second, there is no perfect floor material. Maximum toughness, hardness, waterproofness, and minimum cost all are available, but not in a single material. Selecting the one best material for the job at hand is the first step in installing any resilient floor.

These were the most frequent complaints . . .

By and large, each resilient flooring material has its own particular problems. The exception is the problem of indentation, which ranks at or near the top for all materials surveyed—asphalt, vinyl, vinyl asbestos, linoleum, rubber, and cork.

For asphalt tile, other major complaints include, from the point of view of service, easy soiling and difficulty of cleaning and polishing. Asphalt is considered too hard by many people. And buckling and cracking are major problems in appearance.

If it appears that asphalt rates rather poorly, remember that of all the materials listed, and considering the many jobs it can do and places it can be used, asphalt is the least expensive of all resilient floor coverings.

Vinyl asbestos, when laid over wood subflooring, has the showing of nailheads as the worst problem. Vinyl is reported as being too easily scratched. Linoleum also has the nailhead trouble, while rubber's big flaw is the showing through of mastic.

. . . and this is what caused them

Some problems, like indentation or high scratchability, are built into the flooring material itself. Only time and research will improve them. But many of the other complaints have nothing to do with the floor surface. They are caused by the builder or floor subcontractor.

Most problems in the floor systems, the survey shows, stem from under the surface. Poorly made slabs, and improperly laid wood sub floors and underlayments are the three big offenders.

Poor workmanship is the label on most subfloor

troubles. In slabs, it shows up as irregular surfaces on the concrete. In wood construction, lumber shrinkage and improper nailing are equally at fault, while rough surfaces also are noted. Good construction techniques will cure these problems.

A warning note for manufacturers came from the conference: instructions and installation data for resilient flooring often are incomplete or difficult to understand. Clear, well-illustrated directions—easy for the builder or subcontractor to follow—will clear up many of the problems.

NEXT MONTH: a Technical Guide on good flooring

What would you ask today's



COVER STORY:
Tom Lively of Centex

Tom Lively answers 30 tough questions that affect your future growth as a builder

Q-1 What's the key to builder success in today's market?

A Give the buyer more house for less money. Even with higher costs, we have got to find ways to give them increasingly good houses at a lower price.

Q-2 Do you have a formula?

A It's organization-efficiency-experience-specialization. We seek the fastest, best and cheapest ways—we use power tools and equipment extensively.

Q-3 How do you price your houses?

A We set our prices at the point where we can tap the biggest market and still give a decent, well-equipped house. In Chicago that's \$17,500 to \$21,000. In Dallas it's \$13,500.

Q-4 Could you build a lower-cost house?

A We could, but we feel people need, want and can afford the kind we are building. They don't want stripped houses.

(Continued on page 82)



POWER SAW with ingenious home-made rig saves \$1,000 a week in rafter cutting and notching. Centex stresses precutting, components, know how.



SPECIALIZATION cuts costs. This crew of four sheathes about five houses a day. Crews move in and out fast, are expert at each operation.

If you're a small builder, read numbers
8-21-2-29-10-4-23-1-26-20-6-3-27-7

If you're a medium sized builder, read
14-23-4-20-9-29-10-26-22-13-27-8-28-7-
22-25-21-24

If you're a big builder, read numbers
19-2-24-16-9-29-20-11-17-22-12-7-27-15-
4-23-10-26-14-3-28-13-25-1-21-5-18

biggest home builder?

It took Tom Lively only a few short years to rise to the top. His Centex company is today's biggest U.S. builder, will put up more than 3,200 houses this year. What's behind this spectacular success story? What does he know, or do, that other growth-minded builders could profit by? What is he planning for next year or five years from now?

AMERICAN BUILDER's Editorial Director Joe Mason flew to Dallas and Chicago for this exclusive interview. Throughout the 30 questions and answers on these eight pages emerges one stimulating theme: there is still opportunity a-plenty for builders large or small in U.S. homebuilding—this year, next year, and in the years ahead.

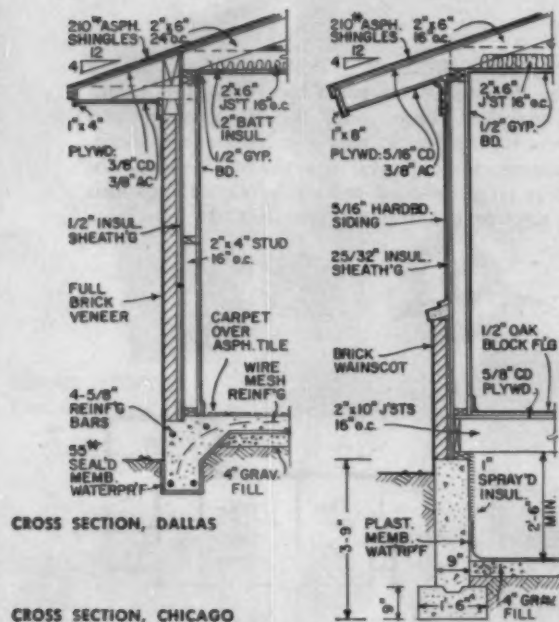


DALLAS "Decor" model sells for \$13,500 including kitchen built-ins, 2 baths, and family room. House is color styled and smartly decorated.



FAMILY ROOM has panelled walls matching the kitchen cabinets. Large sliding-glass doors lead to rear terrace.

BUILT-INS make the kitchen a dream; they include the clever stepped-down eating bar for quick snacks. Open plan is good.



CROSS SECTION, DALLAS

CROSS SECTION, CHICAGO

Why the Centex Chicago house costs \$4,000 less in Dallas:

FOUNDATIONS: Chicago uses insulated crawl space, oak floors. Dallas: monolithic slab. Cost difference: \$600.

HEATING: Chicago has counter-flow oil burning furnace with heavier BTU count, more ducts, more insulation. Labor scale 15% higher. Result: Chicago heating costs 100% more.

ELECTRICAL: rigid conduit in Chicago, Romex in Dallas. Extra cost: \$250.

GLAZING: costs \$60 less per house in Dallas. Reason: labor and weather.

ROOF FRAMING: Rafters on 2' centers in Dallas vs. 15" centers in Chicago. Saving: \$100.

MASONRY: 25% higher material cost, 20% higher labor cost in Chicago.

WALL SHEATHING: 1/2" insulation board in Dallas saves \$40 per house.

COMMON LABOR: about 100% higher in Chicago.

WEATHER: severe winter weather adds a good chunk to operating costs in Chicago. Land, labor and services are all more costly.

Q-5 How do you pick growth areas?

A We do a lot of traveling and research. In fact, Frank Crossen (vice president) and I spend much of our time looking for favorable areas. It's the greatest single factor in our expansion.

Q-6 Can you build a quality house at low cost?

A Certainly. It's know-how that counts. Just take a look at our construction methods.

Q-7 Do you see more mechanization ahead?

A Yes. Whether you are a big or a little builder, you have to find faster and cheaper ways to build. That means more mechanization.

Q-8 How do you explain the \$4,000 difference in your Dallas and Chicago houses?

A In Chicago, common labor gets double the Dallas rate. Other labor costs are higher; also land. Foundations, heating and wiring cost much more.

Q-9 Isn't it hazardous, going into a new community?

A You have to go slow at first. We did a preliminary project in Chicago which taught us a lot. For one thing we had to learn the difference in weather and the effect on scheduling.

Q-10 What advice do you have for smaller builders?

A Build a solid company that is going to keep going—not a big profit for a couple of years and then no profit. Hire good young men and make it worthwhile for them to stay.

Q-11 Do you use many cost-cutting techniques?

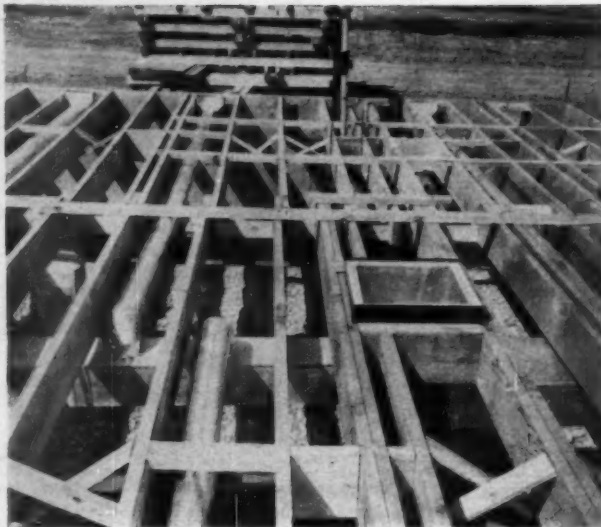
A Yes, we do; they're down-to-earth ideas any builder can use. That's one advantage of being able to move your key foreman and others from one job to the other. They keep picking up new ideas, methods and short cuts.

Q-12 Do you feature advertised products?

A Yes, we use quality national brands in our equipment and materials as well as quality details in our construction. Name brands such as Hot-point, U.S. Gypsum, Armstrong-Cork, Yale & Towne, Stanley, Libby-Owens-Ford.



EXTERIOR TRIM is pre-primed and back-primed at shop or nearby. Quality lumber used.



EFFICIENT duct system goes into place quickly before subfloor is applied. System is fed from central plenum at right.



ON-THE-JOB at Chicago: Tom Lively describes to Joe Mason building details that save time, money.

IN HEAVY MUD, fork-lift tractor delivers bucket of concrete direct to wheelbarrow at site.



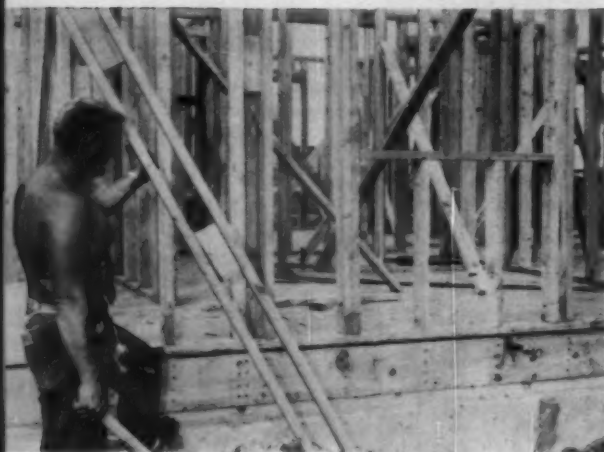
HANDY TRAILER delivers pre-cut bridging to site. Centex makes extensive use of light trailers of various types and sizes.



FORK LIFT truck speedily delivers pile of wall components to site, spots them exactly where needed. Most materials are palletized for easier handling.



LIVELY says it pays to build in more than one town. Now has projects in Dallas, Chicago, Hawaii.



COMPONENTS such as this and the complete window unit behind are built in a nearby yard, delivered for fast and economical erection.



FAST STAPLER is used to tack vapor-proof plastic flashing around windows—a good example of building better with brain power.

Q-13 Do you use model homes to help sell?

A Absolutely. And now we have them fully decorated and color styled by Tony Pereira—famous Los Angeles decorator.

Q-14 What are the advantages of multi-city building?

A It keeps us diversified, more flexible; increases our volume and decreases the overhead. I can run three as cheaply as one. It helps us hold better men because they have steady work. Most of all, if one town is slow another one may be booming—you get balanced production.

Q-15 What other advice do you have for smaller builders?

A It's a mighty few years since I was a little builder. There's plenty of room for growth ahead: mainly calls for good judgment, proper timing, picking the right sites, building what people like being alert for new ideas.

Q-16 Could any of your cost saving-methods be used by smaller builders?

A Of course. They are down to earth—an accumulation of many small cost savers.

Q-17 Do building codes increase your cost?

A They certainly do. They are particularly costly in connection with wiring, heating and plumbing.

Q-18 What are some of your favorite cost-saving techniques?

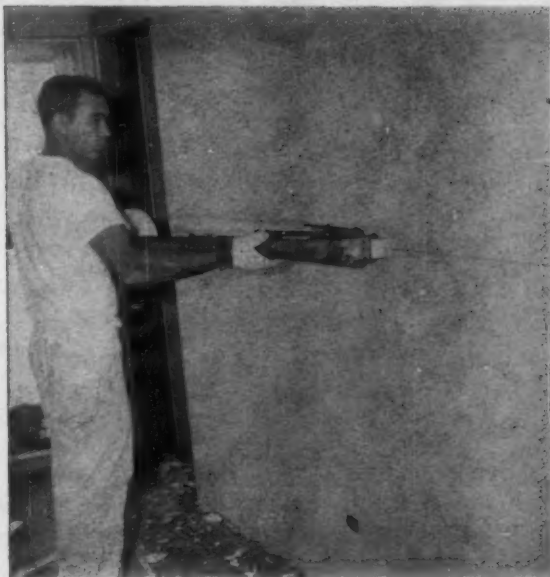
A You'd better go over the job with Lee Higgins and Clyde Smith. We use a great many small, but important techniques that add up to efficiency and economy, yet do a better job.

Q-19 How do you keep good men?

A We have a profit sharing, retirement and health plan. All our staff, including salesmen, participate after only one year.

Q-20 What keeps your sales so good?

A We think it's good value and smart merchandising. We believe in the "soft-sell"—no high pressure. We picked our sales manager from Neiman Marcus store in Dallas because we think he knows customer relations. We do a lot with model homes, all well decorated and equipped.



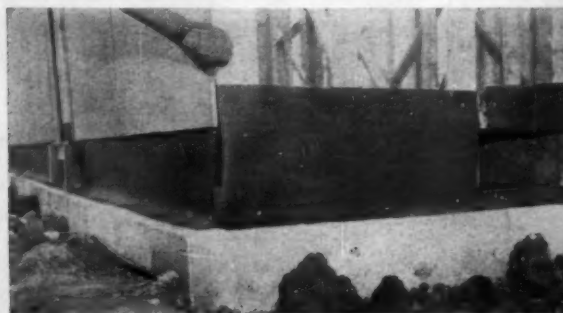
◀ **TAPING MACHINE** triples speed in treating dry wall joints. Centex employs mechanization wherever practicable to keep down labor costs, save time.



SPECIAL smooth-on device speeds up plastering of dry-wall joints, does a better job. Each building operation is highly specialized.



METER BOXES are hung before exterior siding is applied, eliminate need for later cutting and fitting. Centex men are alert for new ideas.



◀ **EXTRA-HEAVY** waterproof building paper is lapped well over footing, carried 5" up behind gypsum board sheathing.



JOB SUPER Clyde Smith is rough, tough and experienced. Centex moves him from job to job, profits by his know-how and experience.

◀ **SMART STYLING** of family room is part of clever consumer merchandising program. In Dallas models were called "Decor" homes.



AMERICAN BUILDER picks Centex' Mediterranean model for blueprint: 1677 sq. ft., 1½ baths, built-in kitchen appliances, family room, for \$19,950.



THEY'RE LOOKING AHEAD, see bigger business in the early 60's. Tom Lively (left) and Lee Higgins, V.P. in charge of construction, describe sales-creating ideas included in blueprint house featured opposite.

**AMERICAN BUILDER
BLUEPRINT
NO. 258**

Q-21 Should a builder stick to one town only?

A We do not think so. We are building in Dallas, Chicago, Hawaii—and planning additional spots. Also building military housing.

Q-22 What do you see ahead in building?

A Growth. We expect to build about 3,215 dwellings this year—twice as many as last—more next year. We believe that population growth is going to make a terrific need for more houses in the 60's. But you've got to go where the growth occurs and conditions are right.

Q-23 What is your theory on picking house designs that sell?

A I think people are ready for something a little different—a happy medium between the too conservative and too modern. For example: our Chicago houses are ranch style having what you might call "Texas flair."

Q-24 Do you find many cases of over-building?

A Not in growth areas, and not in the right price brackets. Most so called over-building is a result of creating a too high-priced house for the local market to absorb.

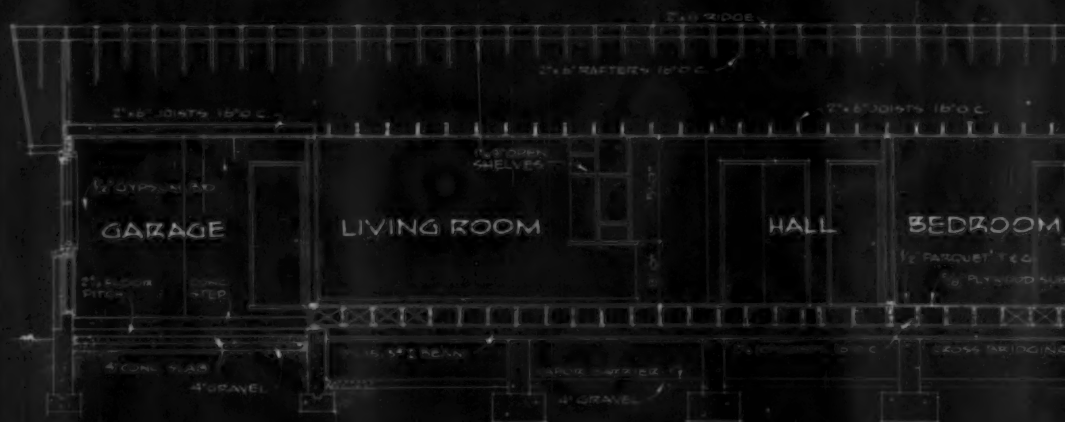
Q-25 What specific growth areas do you have in mind?

A I won't pin-point them. But we are interested in certain areas in California, Maryland, District of Columbia and Pennsylvania. There are many others.

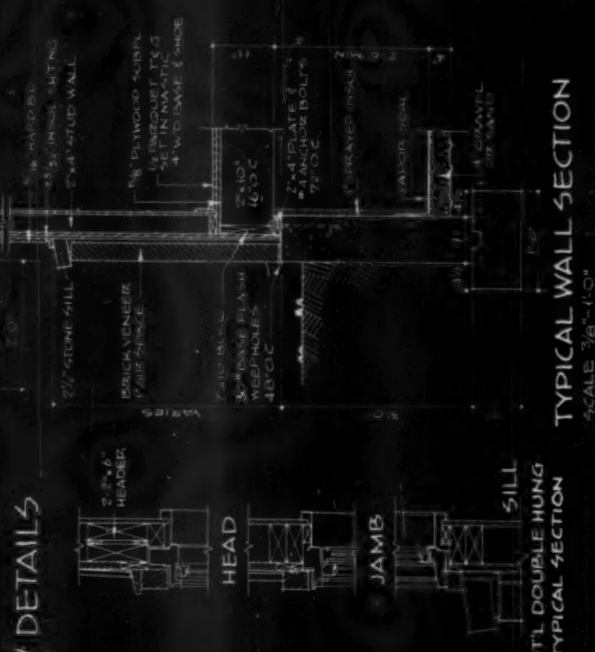
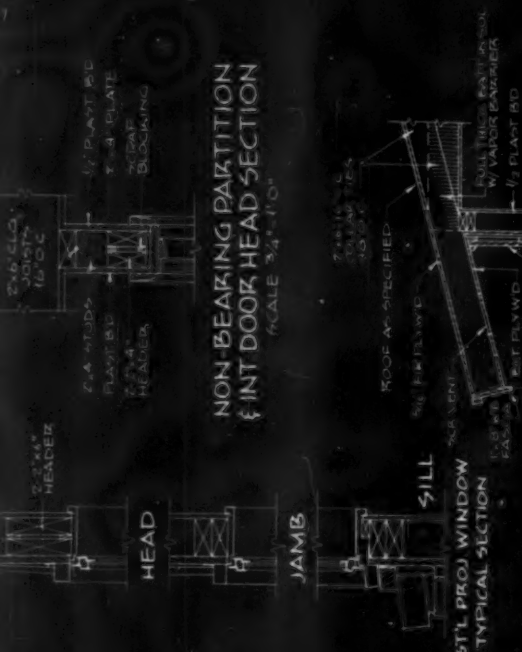




FLOOR PLAN SCALE $\frac{1}{8}" = 1'-0"$



SECTION A-A SCALE $\frac{1}{8}" = 1'-0"$





◀ **FULLY EQUIPPED** kitchen and family room add greatly to appeal of Centex Blueprint House. Included are Hotpoint built-in range, refrigerator, and dishwasher.

Q-26 What growth factors do you consider?

A We check future population, industrial expansion and transportation. We study the present market, present sales and, of high importance, what present local costs and prices are. In other words, is the real market being satisfied in that community.

Q-27 What's the trend in financing?

A We finance on V.A. and F.H.A. the same as other builders. Right now we have plenty of money, but the supply is again getting tighter. They turn it on and off.

Q-28 What is your theory on picking new building sites?

A Just a lot of hard work and investigation. We check new expressways, land prices and condi-

tions, attitude of local government, schools, transportation and future growth. We won't go in anywhere where we're not 100% welcome by the local officials and the residents.

Q-29 How do you handle community facility problems, such as schools?

A When we have to, we build schools, playgrounds and all the local facilities, and include them in the house cost. However, that's a local problem which has to be solved locally in each case. In Chicago, we are building schools and all facilities.

Q-30 Should builders diversify?

A Absolutely. They should build apartments, stores or industrial buildings as well as houses. We are developing a large industrial community near our Elk Grove Village in Chicago which has already attracted many large industrial projects.

ESTIMATING TAKE-OFF

BLUEPRINT HOUSE NO. 254

First floor only 1,650 sq. ft.

EARTH EXCAVATION & GRADING

Top Soil 6" Grade Exc. & Pile	5,670 sq. ft.
Earth Hand Footing Exc. & Disp.	480 cu. ft.
Earth Hand Crawl Space Exc. & Disp.	3,935 cu. ft.
Earth Hand Foundation Exc. & B'Fill	1,815 cu. ft.
Gravel 4" Floor Sub-Bill	530 sq. ft.
Gravel 4" Crawl. Sp. Paving	1,200 sq. ft.

(Continued on page 154)

QUALITY PRODUCTS

Insulated sheathing, U.S. Gypsum; subfloor, Georgia-Pacific Plywood; cast-iron pipe, Tyler; basement piers, Deltaform; framing anchors, Teco-Metalcraft; chimneys, Van Packer; roofing, Uni-Thick, U.S. Gypsum; ceiling insulation, Fibron-Edison Industries; drywall, sheetrock, U.S. Gypsum; door locks, Yale & Towne; hinges, Stanley; glass, Libby-Owens-Ford, American Window; heating plan, Lux-air; siding, Masonite Co., Illinois Brick Co.; ceiling, Dicks-Armstrong-Pontius; kitchen equipment (built-in range, oven, garbage disposer, washer and dryer), Hotpoint Co.; kitchen fan, Emerson Pyrene; plumbing fixtures, Briggs Beautyware; flooring, Armstrong Cork Co.

**"Small Builders have a
new opportunity," says**

Phil Cahill of Salem, Ohio—

a small builder himself.

Here's how he found...



CAHILL, RIGHT, AND CREW

OFF-SEASON WORK in remodeling the hotel came in very handy for Cahill and his crew last winter. It carried them from February through May. New \$70,000 custom house, shown above, was started then.

A new remodeling market: small-

Don't overlook those remodeling opportunities right in your own backyard," says small-builder Phil Cahill of Salem, Ohio. "It's jobs like the remodeling of this small-town hotel that'll keep your crew busy when other jobs are scarce."

Cahill and his crew were lucky enough lining up new work last year. He built 11 single-family units—mostly in the \$20,000 class in 1957. But he didn't have that same kind of luck in 1958. He has been making out all right but has had to cut his profits to the bone.

Cahill found, as have other builders, that for the first time in 15 years he didn't have as many houses to start. He blames it on the recession. Like Cahill, many other builders kept their entire crews together during this period by going into remodeling of houses. But few thought of the opportunities that exist in commercial remodeling. These jobs don't come to you. They have to be ferreted out.

Builder Cahill went looking in Salem, Ohio. He looked at old Main Street and found plenty of possibilities—plenty of business properties that needed updating. The Hotel Metzger was one of them. Then, last winter, he and owner Chris Poparodis got together on the deal. There was little competition from other builders. Many hadn't thought of the idea; others tended to throw up their hands at the suggestion of remodeling.

The Hotel Metzger is four stories high and the owner decided that he would like to do a complete remodeling job in three stages. The first stage was to involve the third floor and the exterior, center part of the building. Estimate of cost of the first stage: \$50,000.

The owner decided on this step-by-step method to see how much the remodeling would affect his business. If the result was increased business, then he'd agree that two stages be completed. Total cost of the three-stage remodeling job: over \$250,000, plus the possibility of remodeling store fronts that adjoin the hotel.

No architect was involved with this job, but Cahill dealt with his local building materials dealer—People's Lumber Co. of Salem. And since the lumber company has a designer on its staff, the job became one of close cooperation between builder, owner and lumber dealer.

"Lumber dealer Robert Campell was interested too, not only because of the business the remodeling job brought him, but also because of the effect it would have on Main Street," says Cahill. Certainly, other businessmen would be encouraged to keep pace with the new look on the street.

"Most remodeling jobs grow to be bigger than the owner originally plans," Cahill says. That's exactly what happened on the Metzger Hotel job.



BEFORE

SORRY-LOOKING small-town hotel is typical of the thousands found in small towns across the country. Dated marquee did nothing to attract customers to the Metzger Hotel—in fact, it repelled them.

town hotels

When the owner asked Cahill to give him a price just on the furring and paneling for the hall and the hotel-room walls for the third floor, the owner became interested in more improvements: the hall ceilings were to be dropped and acoustical tile was to be installed. When Cahill supplied new estimates, the owner asked for still another improvement: a 5x5 bath in each room. The owner bought this too.

Monthly bills were submitted by Cahill to the owner with a record of the time spent on the various jobs throughout the whole hotel. Cahill found that when the job got underway, half of his crew of carpenters were working on extras that had come up during construction—extras such as fixing all of the floors. They were patched and renailed, then covered with hardboard (Masonite) underlayment for carpeting. Floors were cut away to install the plumbing in with the existing system. Replacement of all bad sash was another extra. And the bath-rooms ended up larger than the agreed 5x5 size.

AFTER

BUDGET-CONSCIOUS remodeling of entry has added a homey new appeal to the old hotel. Battery of lights attached to swinging sign plays on the white colonial entry at night. Notice that bays were left as they were.




How the hotel was remodeled ▶

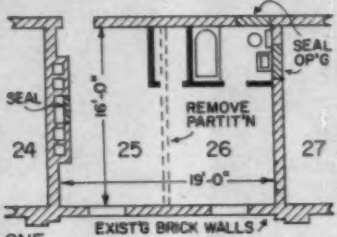
How they improved bathrooms

From ancient plumbing facilities ...

WHAT




HOW



ONE LARGE RM FROM TWO SMALL RMS


WHAT



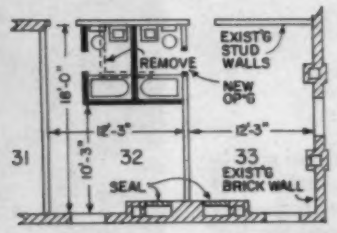
WHERE rooms weren't large enough to accommodate full baths and there existed a similar room next to it, the adjoining wall was removed. This made the two rooms into one larger one. An ample bath with closet space was added. (See drawing at center.) Note how piping was left exposed in the antiquated baths before remodeling.

... to compact modern bathrooms

WHAT




HOW



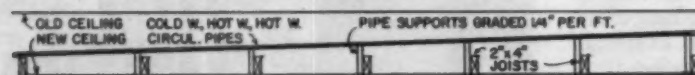
TWO BATHS WHERE ONE EXISTED

WHAT



SINGLE BATH areas, where they existed next to rooms with no baths, were enlarged to provide space for both rooms, as shown in the drawing. Broken line indicates position of older wall. Light steel tubs were used in order to not overload the structure. Tubs by AllianceWare have new non-skid bottom for safer bathing.

... and here are the details:



VIEW through dropped hallway ceiling shows graded supports for new water lines that were run into rooms.

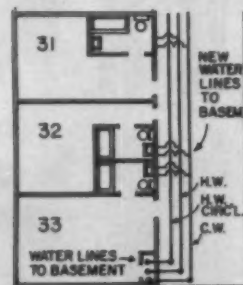
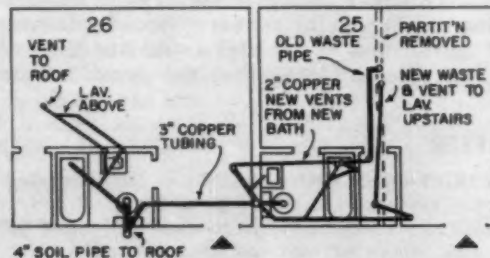


DIAGRAM shows how water lines were run from hall to rooms. Lines were carried through old transoms into rooms.

TYPICAL plumbing layout: 3" copper Chase tubing was used to fit baths into spaces.



How they saved with paneling

... in the hallways



BEFORE view of hallway shows its high ceilings, doors with transoms and hanging electrical (bulb) fixture. Floor was carpeted, but was squeaky.

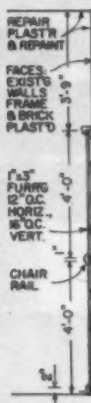


AFTER view of same hallway gives a plush atmosphere so entirely different. Low-cost wood paneling was attached over cracked plaster at a savings.

... in the rooms

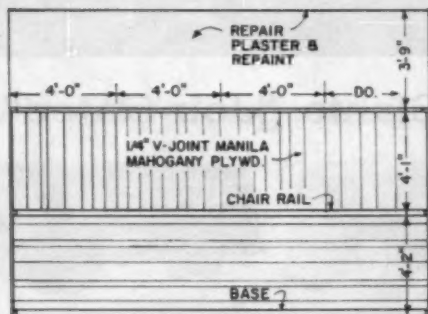


BEFORE rooms looked like this. A few dollars a night was all they could bring-in. They were cramped, had no closets; some had no bathrooms.

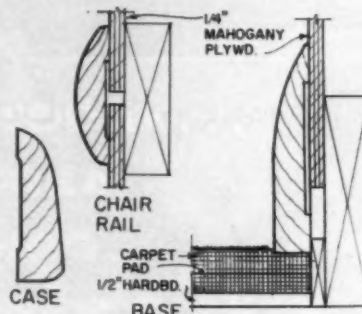
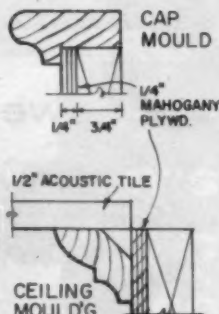


AFTER view of room shows accommodations equal to any found in the most modern hotels. Rates of these rooms after the remodeling were tripled.

... and here are the details:



WOOD PANELING in rooms runs to an 8' ceiling height. Acoustical drop-ceiling is planned for a later date.



LIGHTER SHADES of moldings were used to contrast with darker panels. Base molding held carpeting in place.

Now is the time to **DODGE**



New '59 Dodge Power Giants, "Job-Rated" for



CONVENTIONAL Models 400, 500, 600, 700, 800, 900—G.V.W.'s to 30,000 lbs.; G.C.W.'s to 65,000 lbs.

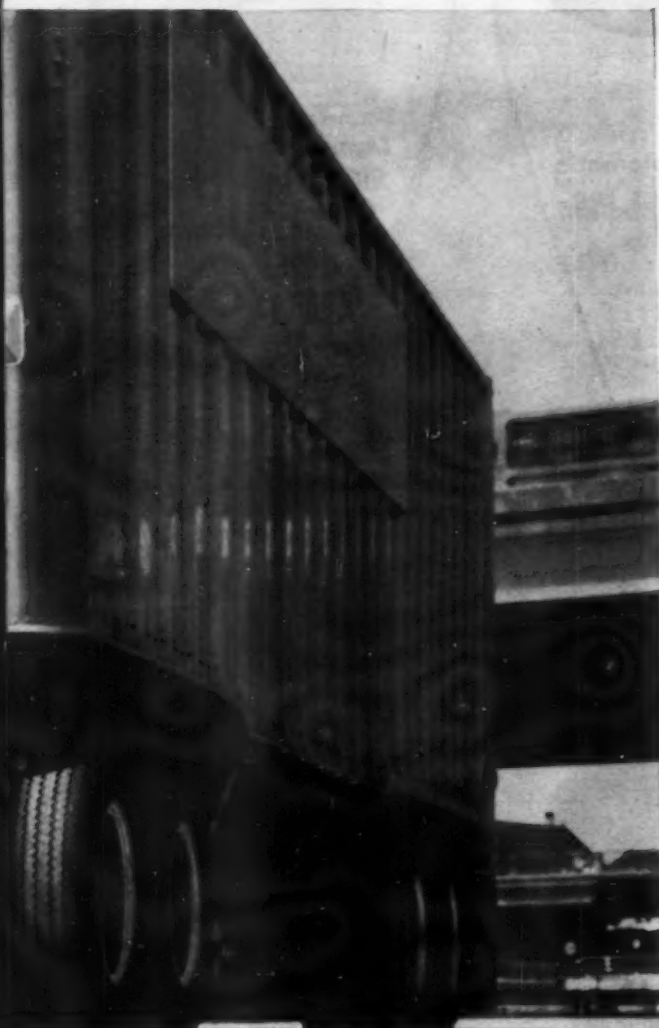


TANDEM Models T700, T800, T900—G.V.W.'s to 49,000 lbs.; G.C.W.'s to 65,000 lbs.



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**New performance!
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Ask your dealer about all the new Power Giant advancements. And about the new network of Dodge Truck Centers that let him give quick delivery of any Dodge truck to meet your exact needs. Plus hurry-up parts service. See him soon!

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Striking new Dodge low-tonnage models!

This spirited new Sweptline Pick-up leads a complete line of new 1959 Dodge low-tonnage trucks. Advanced models for every need, from 5,100 to 10,000 lbs. maximum G.V.W.



every trucking need



4-WHEEL-DRIVE Models W100, W200, W300, W300M, W500 — G.V.W.'s to 20,000 lbs.



FORWARD-CONTROL Models P300 and P400 G.V.W.'s to 15,000 lbs.

NOVEMBER 1958

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POWER GIANTS**

*She loves to
bake a lot but her
oven's too crowded.*



For her:
**Tappan's King-Size
Double Oven**

that permits bak-
ing and broiling
at the same
time. And
its chrome-
lined.



She saw it in McCALL'S

*She feels left out of
things when she's stuck
in the kitchen cooking.*



For her:
**Tappan's Automatic
Set 'n Forget Top
Burner**

ends constant
pot-watching,
prevents
burning
and boil-
overs.



She saw it in LADIES' HOME JOURNAL

*She likes to be
on-the-go...helping
out in community
affairs, women's clubs.*



For her:
**Tappan's
Fully-Automatic
Oven**

cooks complete
oven meals with-
out her being
anywhere a-
round. Starts
and turns off
automati-
cally

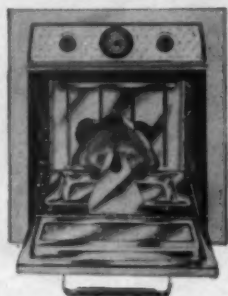


She saw it in READER'S DIGEST

Please'em all with **TAPPAN**

Women have very personal reasons for their cooking preferences. But with Tappan you can please every woman's whim! Gas or electric! Single oven or double! Any arrangement of burners or surface units! Copperloy, Lusterloy or pastel color finishes! And Tappan gas and electric surface units and built-in ovens are completely interchangeable

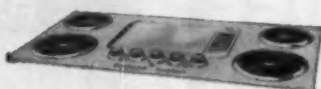
*She often wished she
could cook outside
all year 'round.*



**For her:
Tappan's Built-In
Rotisserie**

lets her barbecue
chicken and
roasts right in
her own
kitchen.

*She loves to make
big, week-end
breakfasts.*



**For her:
Tappan's Griddle-in-
the-middle**

lets her whip up
big batches of
pancakes, ba-
con and eggs.



She saw it in AMERICAN HOME



She saw it in BETTER HOMES & GARDENS



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in the same size cut-out! Only with Tappan can your kitchens be as flexible as a home buyer's mind. Only with Tappan can you interchange gas and electric units **WITHOUT** extra carpentry, **WITHOUT** refitting problems of any kind.

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Ideal
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3 TYPES FOR RESIDENTIAL USE!

Hinged Doors
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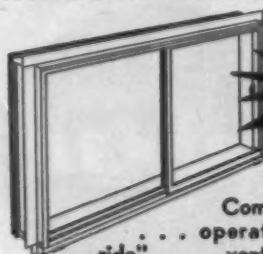
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Dry Wall. Use before dry
wall is applied. **RAPID**
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COST FAR LESS THAN WOOD.**

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Big labor savings!
Completely weather-proofed
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KEWANEE MANUFACTURING COMPANY

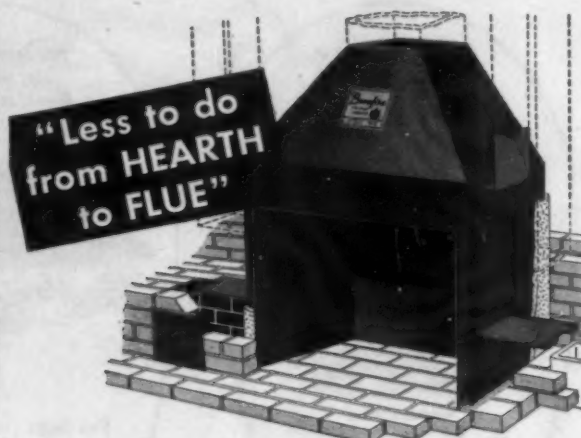
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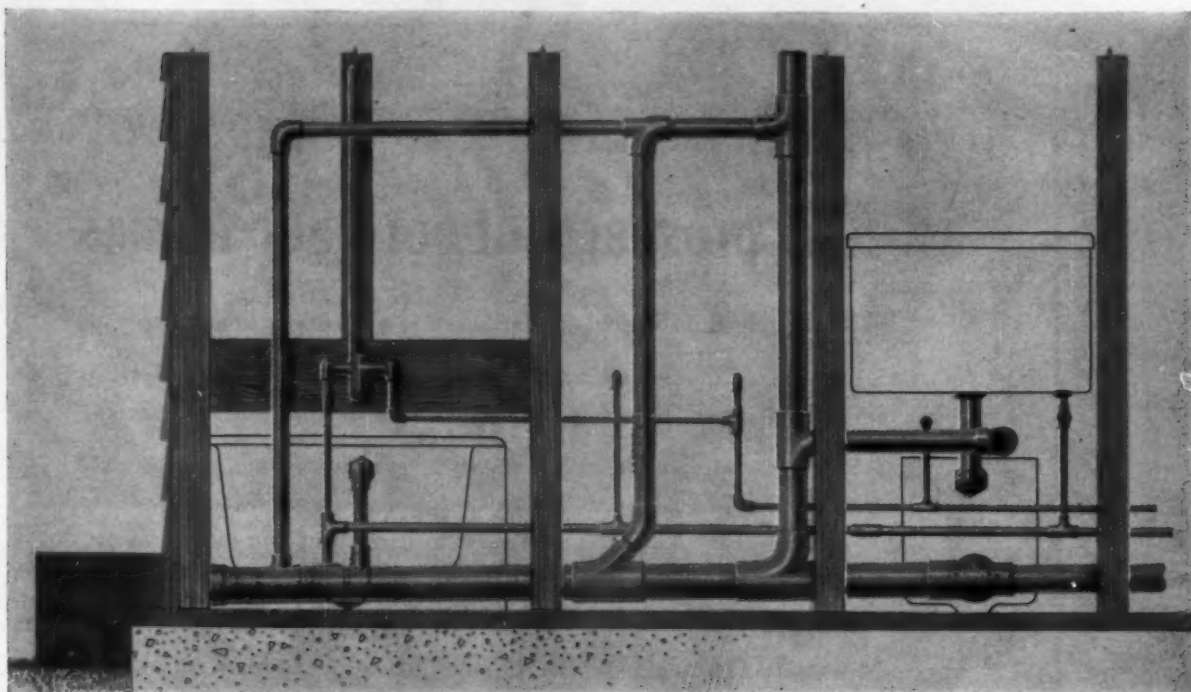
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The COMET adjustable, automatic stop gauge saves time and material
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How \$100 per house was saved

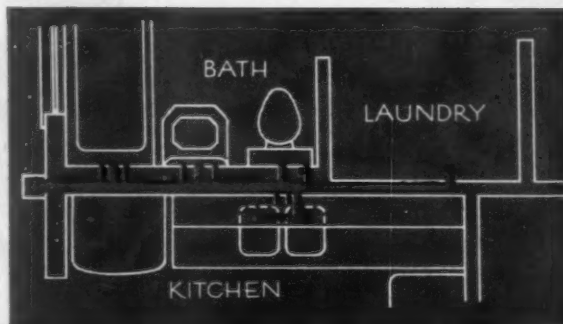
The plumbing wall above saves Midwest Houses, Inc., of Mansfield, Ohio, \$100 per house. The reasons are: the use of copper tube, plus prefabrication and planning. All plumbing is above the floor, and the entire double plumbing wall, serving kitchen, bath and laundry, is preassembled off the site. All connections are made with solder fittings on bench fixtures. Copper tube's light weight, 20' lengths and dependable, quickly-made soldered joints, plus improved working conditions, result in a minimum cost assembly. A plumber has to return to the site only once, to hang and connect fixtures.

Similar savings reports are coming in from all over the country. A Long Island builder uses all copper tube and fittings for water supply and drainage, waste and vent systems. Copper not only saves him money on his preassemblies — it makes prefabrication practical, because the soldered joints remain tight and firm throughout transporting to the site and working into place. And the light weight of the assembled copper sections makes them easier to handle, too.

A New England contractor has compared costs for an all-copper drain-waste-and-vent (DWV) system, assembled on the site, with an ordinary ferrous piping system, for the two bathrooms, kitchen and laundry in his homes. Savings with copper — \$10 on materials, \$49 total. Another reports an \$84 overall saving on copper water and drainage lines for a 1½-bath, 7-room house. Another shows \$39 saved on DWV alone in each 1½-bath, 6-room house.

Of course, these figures can't include the intangible savings of simplified wall construction (a 3" DWV tube, with fittings, will fit into a standard 4" wall), no worries about wrench room, and fewer aching muscles. And when it comes time to sell, copper gives a buyer confidence in a house. He sees copper as *built-in* quality, not just added quality.

To benefit from copper's quality advantages and low installed cost, it is important that your plumbing codes permit the use of Copper Drainage Tube DWV. For technical data and additional information — or for the personal assistance of a qualified field representative to contact code authorities — write the Copper & Brass Research Association, 420 Lexington Avenue, New York 17, New York.



PLAN VIEW shows double plumbing wall with bath fixtures and kitchen sink back-to-back. Sink waste enters below toilet flush tank, which is mounted in wall. The entire plumbing tree is assembled into the plumbing wall and delivered to the site as a unit. Extension of main waste line connects to washing machine in laundry. The portion of the drain outside the house and above the frost line is insulated with foamed plastic.

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COPPER BRASS BRONZE

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Your appreciation of Schlage styling and craftsmanship elevates you above the crowd, a builder who uses the finest materials.

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Painted 4"-high units. Another of concrete masonry's many new forms



Coarse-textured units in stacked bond for design interest



Raked horizontal joints add dramatic shadow lines to fireplace

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More and more builders are discovering the sales appeal of modern concrete masonry.

Here are new shapes, new textures and colors that create homes of fresh interest, real warmth and charm . . . homes that are appealing, easier to sell. Concrete masonry's known practicality and economy now fit the buyer's idea of modern living . . . new-type *living concrete*!

And because *living concrete* is so beautifully suited to any region, any style of home, you find it used by builders everywhere—from California



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Another home with
sun glasses...



Builder: *Kolendo Construction Company,
Boynton Beach, Fla.*



WSW 7316

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reduce sun glare and heat without sacrificing vision

Lustragray makes for the "easiest livin' under the sun"—a fact that's apparent to home buyers at a glance. Besides effectively reducing sun glare and heat, Lustragray provides cheerful "clear glass" vision from the interior, added privacy from the exterior.

Lustragray's expensive appearance will give your homes greater sales appeal at very little cost. Write us today for complete information and for the name of your nearest glass distributor.

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Highly styled! Promotionally priced! Two towel bars, nylon bearings and hammered frosted glass makes this an outstanding retail value. For 4½ or 5 foot recessed tubs.



NOW! AT NO INCREASE
IN PRICE 7/32" GLASS

**SHOWERITE
STANDARD**

Suggested \$69.95
Retail Price

Consistently the best selling bathtub enclosure in America! Choice of hammered frosted or fluted glass. Contains two towel bars, nylon bearings. For 4½ or 5 foot recessed tubs.



new

TRIPLEX

Suggested \$94.95
Retail Price

Ideal enclosure for bathing children. Three sliding panels afford more room . . . make cleaning easier. Features two towel bars. For 4½ or 5 foot recessed tubs.



write for fully illustrated brochure of complete line



THEODORE EFRON MFG. CO.
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Chicago 19, Illinois

Dept. AS 1158

Gentlemen: Please rush me information about Showrite products.

Name _____

Address _____

City _____

Zone _____

State _____

The Story of Your Growth Governor

In the very center of your head, on the floor of the cranium, lies the Pituitary Gland. This gland is composed of an "anterior" and a "posterior" lobe. The anterior lobe secretes a hormone that governs the extent of bone growth. Whether you are short or tall depends on the amount of hormone secreted during your growing years by the Pituitary Gland which is about the size of a large pea! There's no substitute for your Pituitary Gland or for Soss Invisible Hinges, either!



there's no substitute for

SOSS

INVISIBLE HINGES

—either.



Here's the only hinge that creates flush, smooth surfaces. Around the globe, architects, builders, and home owners choose Soss Invisible Hinges whenever they want to create a masterpiece of modern architectural design. There's a place for Soss Hinges in every building. Use them whenever you want the best. There's no substitute for Soss Invisible Hinges, either.

Other quality Soss Products that offer unusual architectural effects:

**SOSS
LEV-E
LATCH**



**SOSS
OLIVE
BUTT**



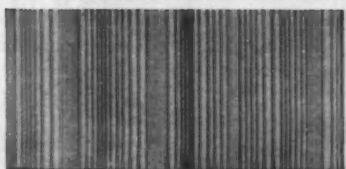
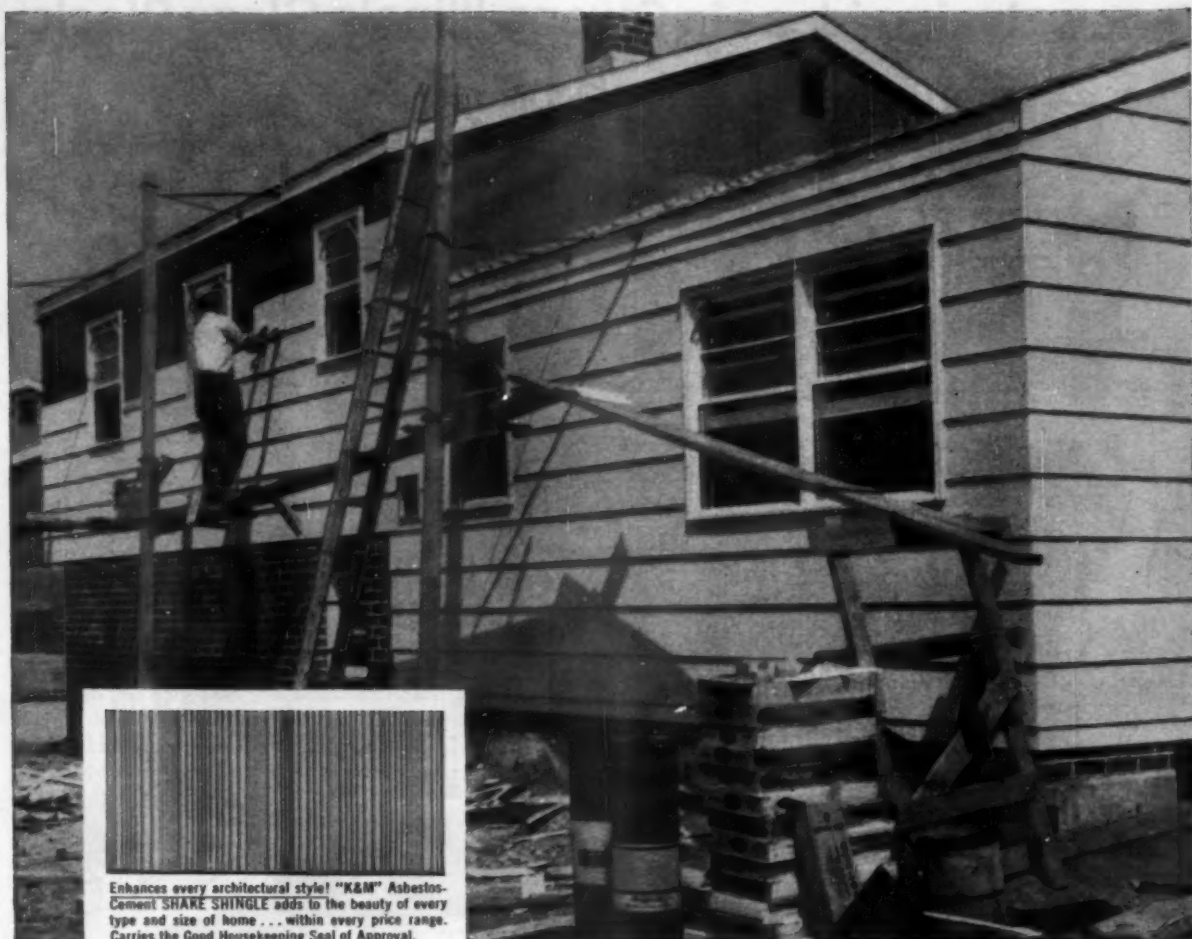
This attractive, new-style door opener eliminates knobs. Its modern design brings style and modernity to every interior.

This low cost Olive Butt Hinge will add style, design and interest to any door.

Write today for price list and free illustrated catalogue on these advanced products.

SOSS MANUFACTURING COMPANY

Department 215 • P. O. Box 38 • Harper Station
DETROIT 13, MICHIGAN



Enhances every architectural style! "K&M" Asbestos-Cement SHAKE SHINGLE adds to the beauty of every type and size of home... within every price range. Carries the Good Housekeeping Seal of Approval.

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trend
to new,
exciting

"K&M" ASBESTOS-CEMENT SHAKE SHINGLE!

After only four months, builders everywhere are turning to the new dramatic siding that looks like wood . . . lasts like stone!

"K&M" SHAKE SHINGLE puts profits in your pockets with two striking sales-making features: the attractiveness of wood shakes and the durability of asbestos-cement.

Just look at what you can offer your home-buyer prospects: unique design and five modern decorator colors . . . White Shake, Yellow Shake, Gray Shake, Green Shake, and Coral Shake. Plus freedom from maintenance. Freedom from expensive repair and replacement costs. "K&M" SHAKE SHINGLE won't rot, corrode, or curl. Never needs protective painting. Resists fire and weather. And, it's vermin-proof.

What's more, "K&M" backs up your selling effort with hard-hitting national advertising. And, the following merchandising helps are available: wire display rack for model homes and sales offices, consumer envelope stuffers, and 4-color "K&M" advertising in Good Housekeeping. Quality products, dramatic advertising, effective sales promotion—you get everything you need for bigger sales and bigger profits.

See your local "K&M" building materials distributor, or write to us today for complete details.



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

10 new design ideas in Owens-Illinois Glass Block — featured in new booklet!



INDUSTRIAL BUILDINGS

Good daylighting plus maximum wall area—achieved by bordering each office area with Owens-Illinois Glass Block.

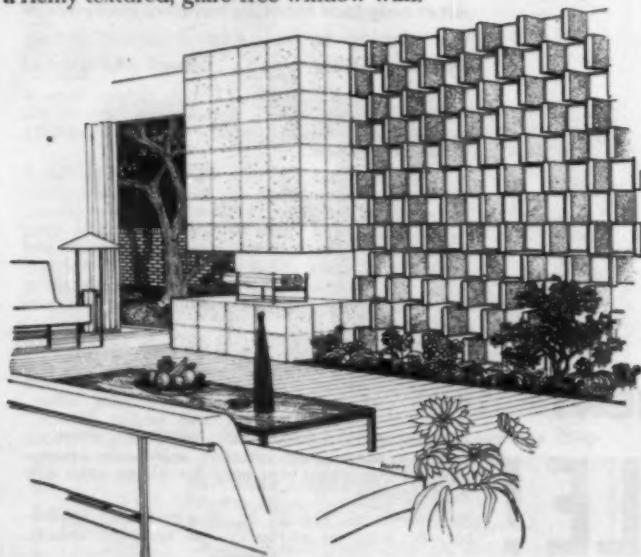
CHURCHES

Glass Block, set into an interesting pattern of concrete masonry and flue block, softly diffuse the sun's rays.



LIVING ROOMS

A wall of Glass Block, studded with finlike concrete masonry units, creates a richly textured, glare-free window wall.



KIMBLE GLASS COMPANY
subsidiary of Owens-Illinois
Dept. AB-11, Toledo 1, Ohio

Please send free booklet, "IDEAS UNLIMITED" prepared by Kimble Glass Company, a subsidiary of Owens-Illinois, and the National Concrete Masonry Association.

NAME _____
POSITION _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

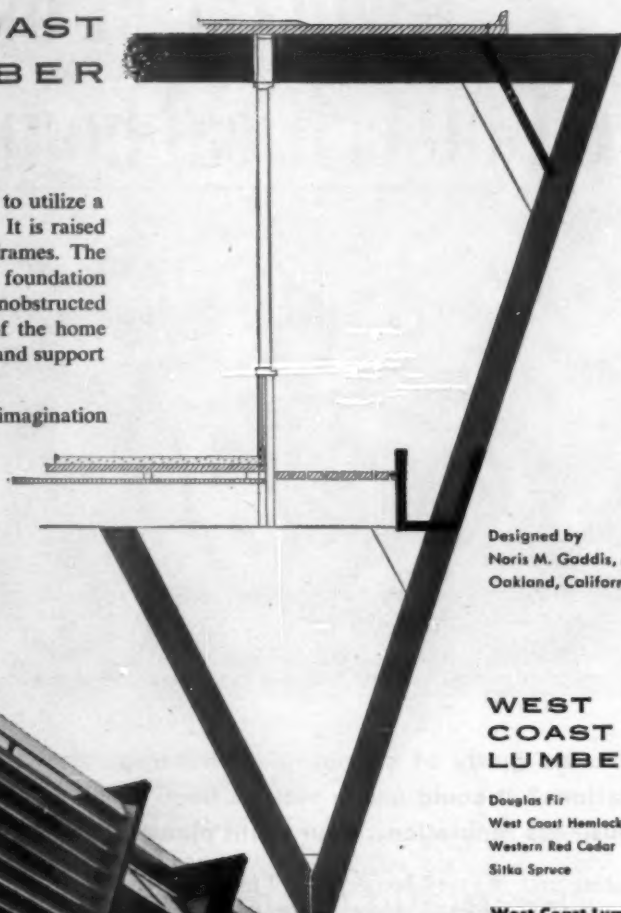
OWENS-ILLINOIS GLASS BLOCK
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

MODERN DESIGN USES WEST COAST LUMBER

Highly functional, this modern home was designed to utilize a steep hillside for maximum view at minimum cost. It is raised above the slope and supported by 11 rigid bent frames. The home's design eliminated grading, retaining wall foundation and drainage expenses . . . yet allows a completely unobstructed view to the west. The frames form the skeleton of the home while frame extensions, exposed, become the posts and support members. Frames were fabricated on the job.

When you build with wood your only limit is the imagination of the designer. Function, interest, economy and adaptability are just a few of the plus factors in lumber construction. For dependable lumber, use the West Coast species.



Designed by
Noris M. Gaddis, A.I.A.
Oakland, California

WEST COAST LUMBER

Douglas Fir
West Coast Hemlock
Western Red Cedar
Sitka Spruce

West Coast Lumbermen's
Association
1410 S. W. Morrison Street
Portland 5, Oregon



You, Mr. Home Builder, will face this "jury" for 6,000 critical hours this winter!



Will you be guilty of skimping on heating installations? It could cause serious harm to your business reputation...your profit picture!

The heating unit in every home you sell must—in the average climate—operate perfectly for 6,000 critical hours during the cold, wintry months ahead. If anything "acts up" to cause drafts, discomforts, "cold spots," faulty heat distribution—remember, *you're the man* who'll be held responsible. Who'll have to answer the complaints . . . lose time and money—and, even more serious, good will.

How to avoid these unpleasant and costly experiences?

Make sure your heating installation is handled properly. No skimping, no half measures.

Make sure your heating unit is top-quality throughout.

In short, make sure your entire heating job is handled by a Lennox Comfort Craftsman. A man who's trained by Lennox engineers in expert planning, installing and servicing. A man who can deliver *all* the comfort that Lennox equipment is built to provide. A man who works

directly with the factory to meet your most exacting needs, with the world's most complete line of heating and air conditioning equipment. You'll find his name in the Yellow Pages of your directory. Call him.

Need merchandising ideas to help you sell homes? Ask your Lennox Comfort Craftsman about the dynamic Lennox Merchandising Program—planned and tailored to individual needs and market.

See Sweet's for product facts; or, for complete information on the Lennox Merchandising Programs, write Lennox, Dept. AB-811, Marshalltown, Ia.

LENNOX

© 1958 Lennox Industries Inc., World Leader in Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Fort Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.



"looks so good, we have had more business..."



"... people walk up and inquire while we're on a job... even telephone calls from people who have seen the truck! One said to me, 'your truck looks so good, you must do a good job.'"

That's the report of Edward G. Kottler, Chicago, Ill. He says: "This Volkswagen is perfect for my operations... no other truck this size has as much space. The loading bed is big enough for plaster-board; 8-foot sheets fit in perfectly. It's very easy to

unload siding and cement because the sides turn down like the tailgate.

"The toolbox under the regular loading bed is very handy. Tools in there are out of the rain and locked up. With the rack I put on, I carry almost all sizes of lumber, ladders, scaffold planking handily.

"On top of all this, this truck is much more economical to run and own than any other vehicle I have ever used for this work before."

Famous  Service and Genuine  Spare Parts in all 49 states.



VOLKSWAGEN

VOLKSWAGEN DELIVERS THE GOODS...FOR LESS!



MATICO'S EASY CLEANING HELPS YOU SELL THE MISSUS!

Be kind to the guy who signs the check. Shake his hand when he leaves, answer his questions about the heating system and taxes. But remember, it's the gal he came with that you really have to sell. Show her Matico's bright, sparkling colors. Emphasize how easy it is to keep Matico Tile bright and sparkling. Yes, if you want to sell the missus, be sure to include modern Matico Tile Flooring in your plans . . . the tile she reads about in her favorite magazines. Available in smart colors and patterns to please any woman.



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- Vinyl-Asbestos Tile
- Plastic Wall Tile

For best results we recommend Milmark® wax... cleaner... adhesives

Mastic Tile Corp. of America, Dept. 5-11, Box 128, Vails Gate, New York

MAIL COUPON TODAY Please send me complete information on Matico Tile Flooring.

Name.....Address.....City.....Zone.....State.....

The Payoff Departments

New Products and Catalogs..... 114 →

Builders' supermarket for the latest information on new products and catalogs. Reply card, page 116.

Land Planning..... 142 →

Here's a low-cost way to put wires underground.

Cost Saver..... 148 →

3 job-proven ideas to reduce your costs.

Better Detail Of The Month..... 150 →

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How kitchen cabinets can boost your sales.

How To Do It Better..... 156 →

How to use sheet metal forms to cast stepping stones.

Ask The Experts..... 162 →

Builder wants to know how to replace wood steps with concrete ones designed for one pouring.

The Month Ahead..... 164 →

Things for builders to think about during December.

For commercial building . . . a new curtain-wall panel that is a sheath of light



ERECTION begins with sill members to which struts are anchored. Thinlite panels go up vertically on struts.



FASTENING panels to struts. It's done with stainless-steel bolt and clip assembly. (See diagram, at right.)



IN PLACE, panels are finished with pre-cut, pre-drilled head members. Neoprene gaskets form weatherproof seal.

In this new curtain-wall system: all the structural elements needed to enclose a building. It's Owens-Illinois' Thinlite system. Thin, hollow, light-controlling glass units make up aluminum-bordered panels. The panels, 2' high and 4' or 5' wide, come in three colors for design flexibility. Supplementing these basic daylight units are vista panels (for vision), ceramic-faced glass panels, and other special type panels.

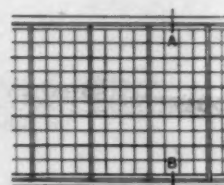
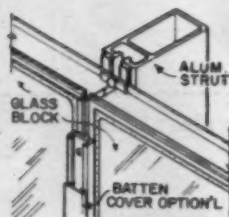
Erection is fast, with panels going up in vertical stacks. They're bolted to vertical aluminum struts. The struts carry their own gaskets to form a weather-proof joint. Finished wall provides its own exterior and interior finish, insulation and weatherproofing. (No. N1, p. 116.)

WHAT

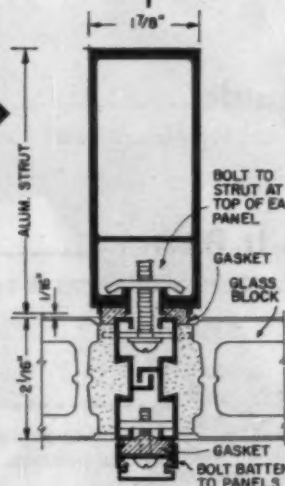
WHAT

HOW

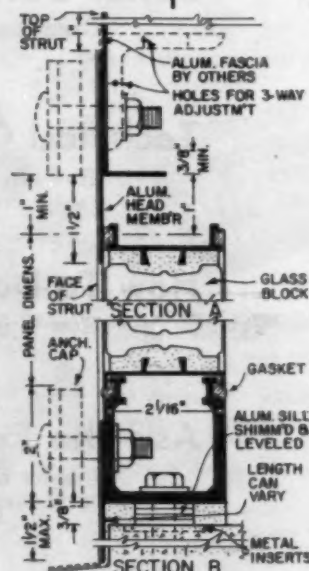
WHAT



ELEVATION



HORIZ. SECTION




SECTION B

STRUT DETAIL: assembly interlocks with strut; pulls panels against vertical gaskets.

HEAD, SILL DETAIL: gasketed batten strips are aluminum; screw into place.

You are entering the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .

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BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.


6 cents postage will be paid by

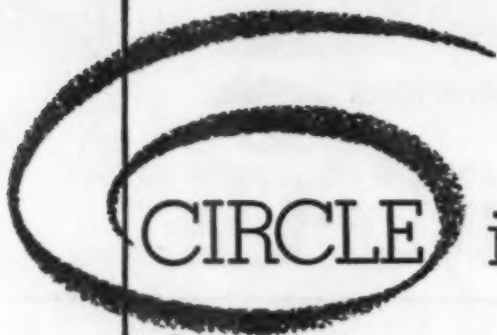
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...and mail this
postcard today

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

NEW PRODUCTS

- N1 Owens-Illinois curtain wall panel
- N2 Bryant Electric Co. wall switch
- N3 American Screen Products screen components
- N4 White-Rodgers Co. zone control
- N5 Allied Precision heater
- N6 Speedstar Products Co. plaster grounds
- N7 Georgia-Pacific panel
- N8 Copley Products Corp. window
- N9 Bonnet Fasteners, Inc., power tool
- N10 Crawford Door Co. garage door
- N11 Vibro-Plus Products, Inc., tamper
- N12 Enterprise Paint Co. brush cleaner
- N13 Sayre & Fisher face brick
- N14 Birge Co. wall covering
- N15 Microwood Corp. wall veneer
- N16 Frank G. Hough tractor
- N17 Clark Equipment trucks
- N18 Yale & Towne Mfg. Co.
- N19 Red Devil Tools plaster patching

- N20 Acme Metal Products
- N21 Hunter Div., Robbins & Myers heating system
- N22 Inland Steel Products Co. corner bead
- N23 Laxar Carpet Co. carpet
- N24 Loxner Mfg. Co. vent
- N25 Johns-Manville weather stripping
- N26 Lull Engineering Co. mortar cart
- N27 Chambers Built-In, Inc.
- N28 Thermo-Kite fireplace screen
- N29 Research Products Mfg. Co. portable w.c.
- N30 Allied Chemical Corp. insulation
- N31 Dexter Industries bit

CATALOGS

- N32 Home Service Bureau
- N33 Bertha Chapman Co.
- N34 Wood Lock true plates
- N35 American Standard baths
- N36 Lee Millwork Corp. window
- N37 Corwin & Co., Inc., prefabs
- N38 Allis-Chalmers tractor

- N39 Federal Seaboard Terra Cotta Corp. screens
- N40 Pioneer Plastics Corp.
- N41 Barber-Calman controls
- N42 Woodline Metal Products Co. window
- N43 The Patent Scaffolding Co. ladder
- N44 Monroe Co. X-L Veneer

- N45 Nat'l Starch Products, Inc., contact cements
- N46 Elkey Mfg. Co. sink
- N47 Minnesota Mining & Mfg. Co. adhesives, etc.
- N48 Warren Webster & Co. heating-a/c
- N49 Morris Kertson screens & grilles

- N50 Davidson Enamel Products wall panels
- N51 Garry Lighting fixtures
- N52 Gates & Sons, pools
- N53 Balco-Crane Co. tools
- N54 Mosaic Tile Co.
- N55 Dodge Truck trucks
- N56 Capital Products Corp. windows

Mail This Postcard Today—We Pay the Postage
Act Now!—Service on This Card Expires in 90 Days

NOVEMBER, 1958

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PLEASE CHECK YOUR FIELD OR OCCUPATION

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I wish to enter a subscription to American Builder for one year (\$3.50) ☐

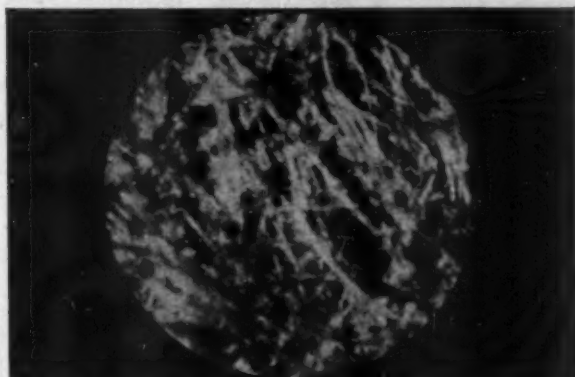
3 years (\$7) ☐ New ☐ Renewal ☐

Signature _____



THE MICROSCOPE PROVES THE DIFFERENCE

New CHEM-FI manufacturing process preserves the fiber strength of natural wood . . . makes Barrett board stronger, more uniform.



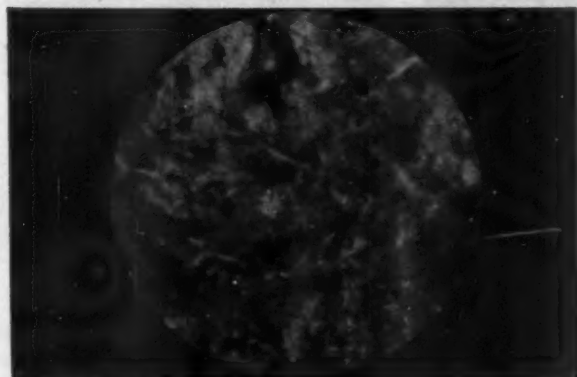
BARRETT INSULATING BOARD (magnified 20 times)

This microphotograph shows the long, interlocking wood fibers that reinforce Barrett Insulating Board . . . give it superior strength, uniformity and uniform thermal resistance. Barrett's CHEM-FI process separates the wood fibers by chemical means, retaining the strength of the natural wood from which it's made.



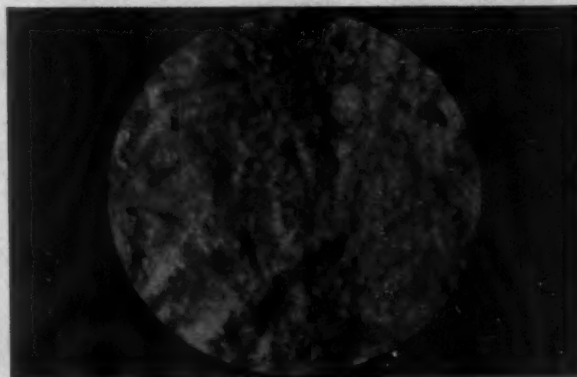
PROCESS B (magnified 20 times)

Notice that insulating board made by Process "B" has little uniformity in its fiber lengths. Some fibers are long, others are powder-like, providing no reinforcement. For a given board density (and thus a given K factor), Barrett's CHEM-FI manufacturing process produces insulating board of maximum strength.



PROCESS C (magnified 20 times)

Insulating board made by these processes shows same preponderance of short fibers. Barrett Insulating Board using the CHEM-FI process, is made with longer, more uniform fibers, which have a reinforcing effect and substantially improve strength.



PROCESS D (magnified 20 times)

Builders—these microphotographs carry an important message for you!

Compare Barrett Insulating Board with those made by three other processes above. Then you'll understand why Barrett Insulating Sheathing has greater strength, more uniform insulating power than other sheathings. Barrett's new CHEM-FI manufacturing process improves sheathing strength dramatically. To

you, this means less damage in transit . . . less breakage on the job . . . firmer gripping of nails . . . greater wall rigidity . . . increased resistance to stress. Ask your building supply dealer to stock Barrett Insulating Sheathing and Insulating Shingle Backer. Or write directly to us for full information.

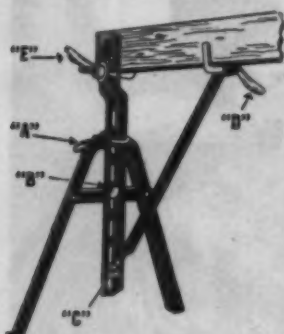


BARRETT DIVISION
40 Rector St., New York 6, N. Y.

"Trouble Saver" STEEL TRESTLES

LONG LASTING • EASILY PORTABLE • QUICKLY ADJUSTABLE

- Simple, positive, fool-proof
- No tools, no triggers, no gadgets
- 2 jacks make 1 trestle



"Trouble Saver" Trestles adjust easily for length as well as height, can be folded for compact cartage and storage.

WRITE FOR LITERATURE



Here are two trestles

FOR
PLASTERERS,
MASONS,
PAINTERS,
DECORATORS,
MILL WRIGHTS,
SHEET METAL
and PLANT WORK

FAST SET UP — Insert timber, edgewise, in each jack and tighten bolt "E". Raise diagonal brace to meet timber and tighten bolt "D". To get correct height, do as follows...

QUICK ADJUSTABILITY — Loosen bolt "A". Raise or lower upright and insert hook "B". Tighten bolt "A". No need to loosen timber. Weight is carried on hook "B" while making adjustments. Since diagonal brace is pivoted "C" to upright no change of brace on timber is needed.

8 sizes available for working heights from 7'4" to 18'.



Long and high



Short and low



Folded

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UNIONTOWN, PA.

Telephone: Geneva 7-7571

Dept. AB

CATER TO 2-SET FAMILIES

(AND THOSE WHO WANT TO BE)

install MOSLEY TV ANTENNA WIRING KITS

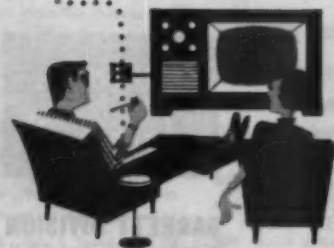
Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms...users plug in their sets anywhere in the house.

2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

**Mosley
Electronics Inc.**

8622 St. Charles Rock Rd., St. Louis 14, Mo.
FREE—Builders Booklet AB-1.
Send for yours.



NEW PRODUCTS . . .



Wall switches have new look

Re-styled wall switch combines form and function. Modern straight-sided, rectangular wall plate, frames a large actuator. Top is touched lightly for "on," bottom for "off." Comes in 15- and 20-ampere ratings. Switch is made to mount in standard wall boxes. Bryant Electric Co., Dept. AB, Bridgeport, Conn.

Circle No. N2 on reply card, p. 116



Screen components for patios

Homescreen components are for patio, porch and pool enclosures. They're a good selling point for model homes. Provide living space at little cost. Completely weather-resistant, long-wearing, require no maintenance. American Screen Products, Dept. AB, 61 E. North Ave., Northlake, Ill.

Circle No. N3 on reply card, p. 116



Zone system cuts costs

Zone-control package for hot-water heating provides multiple-zone control using only one circulator and one relay. Thermostat and motorized water valve maintain desired temperature in each zone. Saves piping, fittings, wiring, and labor. White-Rodgers Co., Dept. AB, 1209 Cass Ave., St. Louis 6, Mo.

Circle No. N4 on reply card, p. 116



BIG BOOST for Home Sales

CRAWFORD DOORS and Crawford are, in fact, helping to boost sales for home builders everywhere, with



a one-two combination that's hard to beat.

First there's Crawford's door . . . and let's face it, in most of today's new homes, the garage door occupies almost a third of the entire

frontage. It's true, too, that the front of the house sells *first*, stops the "shoppers". And with the beauty . . . the eye-appeal, buy-appeal . . . of a Crawford door to complement and enhance the architecture of the homes you build, *you stop them!*



Second, as the perfect follow through, there's Crawford's "hard

sell" promotional kit. It's loaded with such items as outdoor signs, directional arrows, interior feature signs, news releases and more . . . all designed to help you put up more **SOLD** signs (and they're in the kit, too).

There's more to the story, much more, so why not write for complete details. Write today.



CRAWFORD DOOR COMPANY

213-20263 HOOVER ROAD, DETROIT 5, MICHIGAN

In Canada: Crawford Door Sales Co., Ottawa, Ontario



NEW REMODELING PROFITS



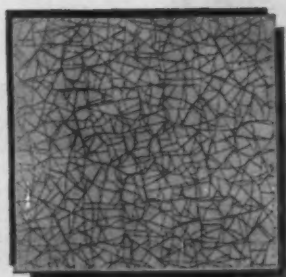
It's their fresh, high-style designs that help these tiles sell themselves to your remodeling prospects. With eight patterns, there's a style for every decorating taste. Little danger of losing a prospect for lack of a pattern.

Our *Acoustamatic* and *Silentex* tiles give the room sound-conditioning, too. They absorb up to 75% of all noise striking them. Gold Bond Ceiling Tiles go up easily with staples, nails or adhesive.

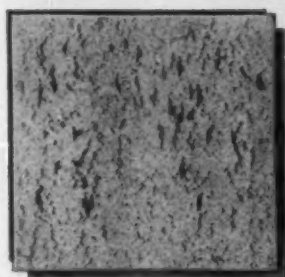
For samples and more information, see your Gold Bond® man, or write Dept. AB-118, National Gypsum Company, Buffalo 2, New York.



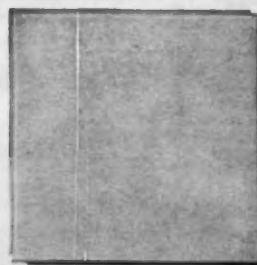
Decor Thatchwood (in 1- and 2-tone)



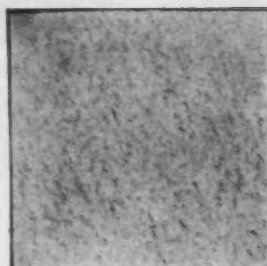
Decor Crackle



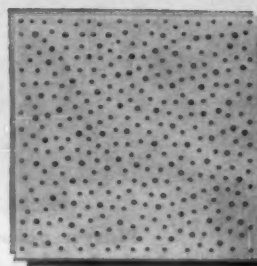
Decor Romanesque
(ceiling at left)



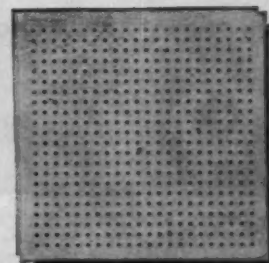
Plain Ivory-White



Silentex



Full Random Acoustomatic



Regular Acoustomatic

FROM 8 NEW TILES !



NATIONAL GYPSUM COMPANY

Look what you can do with these
2 remarkable liquid bonding
agents



FOR AS LITTLE AS 2¢ PER SQUARE FOOT, Weld-Crete and Plaster-Weld enable you to permanently bond concrete, gypsum, lime-putty, acoustical plaster and cement plaster directly to any sound surface . . . including concrete block, concrete slab, cinder block, brick, stucco, masonite, plywood, tile, painted and other surfaces . . . even glass! Job-proved for 9 years . . . today specified and used by leading architects, contractors, builders the country over on thousands of new construction, remodeling and maintenance projects—big and small. A Weld-Crete or Plaster-Weld bond is ageless . . . never lets go! Both Weld-Crete and Plaster-Weld are patented, approved by F.H.A. and New York City Board of Standards & Appeals. For complete technical data and unlimited job-proof, see your Building Supply Dealer, consult Sweets, or write us direct. Address Box 5756 F, Larsen Products Corporation, Bethesda, Md.

TYPICAL APPLICATIONS

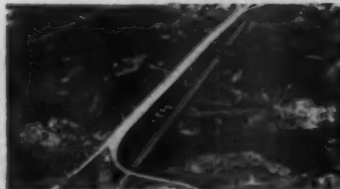


SOUTHERN CALIFORNIA HIGH SCHOOL

One of several California High Schools where Weld-Crete was sprayed on new, smooth tilt-up wall to provide bond for sprayed-on stucco application. Archt.: H. L. Gogarty; Genrl. Contr.: J. C. Besspflug Contr. Co.; Plastr. Contr.: A. D. Hoppe Co.

HOTEL LINCOLN, NEW YORK

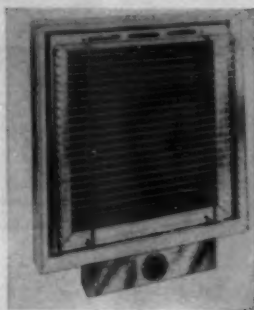
Remodeled and now known as the Hotel Manhattan. Here Plaster-Weld was sprayed on every interior wall and ceiling to assure lasting adhesion of new white coat over all painted and concrete surfaces. Owners and Genrl. Contr.: Webb & Knapp Construction Company.



GRANVILLE ST. BRIDGE, VANCOUVER, BRITISH COLUMBIA

One of largest 8-lane bridges in North America. Here Weld-Crete was applied to bridge surface to bond cement dividing strips. Genrl. Contr.: Dominion Bridge Company.

NEW PRODUCTS . . .



Heater is easy to install

Surface mounting makes this electric bathroom heater easy to install. Unit is of polished anodized aluminum construction. Radiant-glass panel features a Corning-glass pyrex heating element. Has a safety grill which stays cool. Is 13½" wide, 17¾" high, 3" deep. Allied Precision Industries, Inc., Dept. AB, Geneva, Ill.

Circle No. N5 on reply card, p. 116



Plaster grounds is re-usable

Metal plaster grounds straightens the wall at door openings and permits easier and quicker setting of door jambs. Is adjustable to any size opening. Precision-built grounds is sturdy, durable and simple to use. Details from Speedster Products Co., Dept. AB, 311 Franklin St., De Pere, Wisc.

Circle No. N6 on reply card, p. 116

Panel fits the budget

"Color-Toned" Philippine Mahogany is the latest G-P hardwood panel. Budget-priced panel is factory-finished with a tough invisible coating. Resists scarring, scuffing. Features three new colors plus natural. Georgia-Pacific Corp., Dept. AB, Equitable Bldg., Portland 4, Ore.

Circle No. N7 on reply card, p. 116



Features removable sash

This single-hung window has a removable sash. Can be quickly and easily removed so that window can be cleaned from the inside. Precision-built, window has hidden mechanical balance, is completely weatherstripped. Cupples Products Corp., Dept. AB, 2650 Hanley Rd., St. Louis 17, Mo.

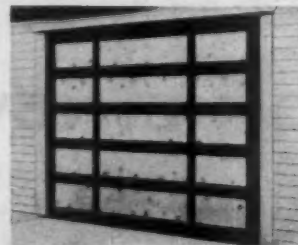
Circle No. N8 on reply card, p. 116



Tool has automatic stopper

Flite-Chek, new power-actuated fastening tool has an automatic arresting device. Tapered interceptor jaws prevent free-flight of an over-powered fastener or one that encounters a soft or thin spot in work surface. Is simple to operate, safe and efficient. Ramset Fasteners, Inc., Dept. AB, 12117 Berea Rd., Cleveland, Ohio.

Circle No. N9 on reply card, p. 116



Panels add distinction

New plastic panels add a touch of distinction to residential garage doors. Patterns, color and translucence are combined in the reinforced fiber glass paneling. It's strong, maintenance-free, and permanent. Crawford Door Co., Dept. AB, 20067 Hoover St., Detroit, Mich.

Circle No. N10 on reply card, p. 116

Ro-WAY ELECTRIC OPERATOR for residential garage doors



Remote radio or push-button control

What's selling houses fastest these days? It's the *extra* conveniences that turn lookers into buyers. *Real* conveniences—like the Ro-Way automatic garage door operator.

With remote radio control, the touch of a button on the car's instrument panel actuates the operator to unlock the door, lift it up, and turn on the lights. Another touch of the button closes the door, locks it, and turns off the lights.

As simple as that—and it can all be done up to 85

feet from the garage, without ever leaving the car.

Best of all, the Ro-Way Electric Operator *really* works. *Without fail!* Thousands of installations, hundreds of hours of punishing tests, prove its complete dependability.

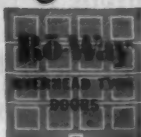
See for yourself. Install a Ro-Way Electric Operator in your model home—and watch it open your prospects' eyes. Call your Ro-Way distributor now—he's in the Yellow Pages.

Write for free literature, full details and prices

there's a Ro-Way for every Doorway!



RESIDENTIAL • COMMERCIAL • INDUSTRIAL



ROWE MANUFACTURING COMPANY

796 Holton Street, Galesburg, Illinois

Look what you can do with **BILT-WELL'S**

Arrangement of BILT-WELL Casements



BILT-WELL
CASEMENT
WINDOWS

Arrangement of BILT-WELL
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BILT-WELL
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WINDOWS

Arrangement of BILT-WELL
Double-Hung Windows



BILT-WELL
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Super 7
REMOVABLE
WINDOWS

Combination of BILT-WELL Windows.



The Harmonious Arrangement of

BILT-WELL Engineered Wood Products

Adds to the Appearance and Efficiency of Every Home

one basic house plan and.....

Design Flexibility

Here's an easy, economical solution to the "look alike" problem. Without changing your basic floor plan, you can give the homes you build desired individuality by taking advantage of the design flexibility offered by the BILT-WELL line of Windows, Doors and Cabinets. For Example:

Here is one basic plan shown with four different

BILT-WELL Window Arrangements. The A version uses BILT-WELL Casement Windows, B is designed with BILT-WELL Awning Windows, and C uses BILT-WELL Double-Hung Windows and D uses a combination of all three. Different designs of the famous BILT-WELL New Orleans Door provide an extra note of distinction for each version.



Wherever storage areas are desired in the home.

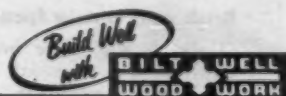


Inside the house, standard BILT-WELL Cabinets are used to create two entirely different kitchens. And the same standard units are combined to supply solutions for a variety of storage problems throughout the home.

The DESIGN FLEXIBILITY inherent in the BILT-WELL line of wood windows, cabinets and doors is the result of a continuing program of product research and development, at BILT-WELL, geared to the advanced thinking of today's leading home designers and builders.

When you specify the complete line of BILT-WELL millwork you provide your homes with products that are unmatched in design, workmanship and operation. Products that have gained broad consumer acceptance through years of proven performance and regular national advertising.

All BILT-WELL Products are precision-machined from the finest woods, pre-fitted (where applicable) and delivered to the job site ready for easy, labor-saving installation.



THE BILT-WELL LINE: WINDOW UNITS, Double-Hung, Awning, Casement, Basement, Storm and Screen. CABINETS, Kitchen, Multiple-Use, Wardrobe, Storage, Vanity-Lavatory and Vinyl Counter-tops. DOORS, Exterior, Interior, Screen and Combination.

Ask your Building Supply Dealer about BILT-WELL today, or write:

CARR, ADAMS & COLLIER COMPANY

(since 1866)
Dubuque, Iowa

For complete information on BILT-WELL Products see Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 5c/Car and 9a/Car.



"CECO switched to SPIREX balances for quieter, more efficient operation"

"At Ceko we are always looking for ways to improve our windows, no matter how successful they may already be. So, when we examined Caldwell's new Spirex, we saw an opportunity to improve our aluminum double-hung residential units. After a thorough checking and testing, we switched to the Spirex for our new 60, 70 and 80 series. As a result, the operation of these new units is noticeably quieter and smoother."

J. H. Field, Manager, Commodity Sales
Ceco Steel Products Corporation

The new Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

For additional information on the new Spirex call your Caldwell representative or contact the factory: Caldwell Manufacturing Company, 68 Commercial St., Rochester 14, N. Y.



ROCHESTER, N.Y. • JACKSON, MISS.

NEW PRODUCTS



Produces 2,300 lb. impact

New tamper weighs only 242 lbs. has a 2,300-lb. impact with 2,350 vibrations per minute. It's self-propelled and travels up to 55' per minute. Two sets of shock absorbers reduce handle vibration. More information from Vibro-Plus Products, Inc., Dept. AB, Stanhope, N.J.

Circle No. N11 on reply card, p. 116



Wall covering washes

Wall cloth, Fabrique, looks like fine wall paper. Has the durability and "wipe-clean" features of paint and vinyl wall coverings. Non-woven fabric is easy to hang. Bending, folding, wrinkling won't hurt it. Comes in wide range of colors, styles and designs. Birge Co., Dept. AB, Buffalo, N.Y.

Circle No. N14 on reply card, p. 116



Cleans brushes in seconds

This time-saving product cleans messy paint brushes in seconds. Brush is merely dipped in the solution, called Dunk, and rinsed with water. Quart has wide mouth for 3" brushes. Can be used repeatedly. Enterprise Paint Co., Dept. AB, 2841 S. Ashland Ave., Chicago 8, Ill.

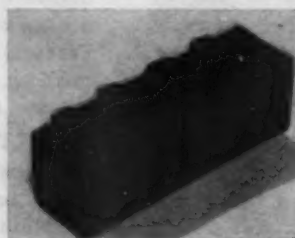
Circle No. N12 on reply card, p. 116



Wall veneer rolls on

This thin-sliced imported wood is bonded to tough paper. Can be applied to walls quickly. Cuts with scissors and requires simple adhesive. Is easy to fit, won't crack. Rolls or sheets are pre-stained in choice of colors. Microwood Corp., Dept. AB, 30 West Washington St., Chicago 2, Ill.

Circle No. N15 on reply card, p. 116



Brick gets a new face

"Cube Jumbo" face brick is less costly to use, saves job time. Also provides reduction in weight of brick masonry walls. Is 3x9x3", gives more surface coverage, effects a saving in mortar. Designed for easier handling, marked inches speed sizing and laying. Sayre & Fisher, Dept. AB, Sayreville, N.J.

Circle No. N13 on reply card, p. 116



Can carry 7,000 lbs.

Tractor-Shovel has 7,000 lb. carry capacity. Four-wheeled drive, rubber-tired Model H-70 features more power, more traction. Has stronger components, more efficient torque-converter. Additional axle width increases its stability. From Frank G. Hough Co., Dept. AB, Libertyville, Ill.

Circle No. N16 on reply card, p. 116



**IT'S
WHAT IS
BEHIND
THE DOOR
THAT COUNTS...**

*and behind every door made by Simpson
stands the protection of over half a century
of superb craftsmanship, a production record
of nearly 50 million of the finest doors used
by the builders of America.*

RELY ON



*A complete line of doors including Solid Core Flush
and Hollow Core Flush, Entrance, Panel, Screen,
Sash, French, Louver, Jalousie and Garage.*

FOR INFORMATION CALL OR WRITE:

Simpson Logging Company, Sales Office Plywood & Door Products Room 801L, 2301 N. Columbia Blvd; Portland 17, Oregon, BUtler 9-1112;
Regional Offices New York • Cleveland • Chicago • Denver • Minneapolis • Memphis • Dallas • Los Angeles • Portland • Seattle.



High Fashion Republic House-Long Gutters and Roof Drainage products add functional beauty and design at lowest installation cost.



High Fashion Republic Steel Kitchens with built-in conveniences and features for home buyers, offer complete flexibility from stock units.



High Fashion Truscon Interior Steel Doors are delivered with Bonderized protective coating, ready for one-coat, decorator finishing.

Fashion

ALUMINUM WINDOWS

WITH BUILT-IN FEATURES THAT WILL ATTRACT HOME BUYERS

Beautiful, durable Truscon Series 158 Aluminum Double- and Single-Hung Windows set the style for high fashion. Designed and made for quick and simple installation. Heavy extruded aluminum sections provide years of trouble-free service . . . add lasting built-in home values. Series 158 Aluminum Windows are built and backed by Truscon, world's largest producer of steel windows and doors, aluminum windows, and metal building products. For details, data, immediate delivery, call your Republic-Truscon dealer representative. Or, write direct.

Truscon Series 158 Aluminum Windows are available in both double-hung and single-hung styles. Fit all types of homes everywhere—frame, masonry, veneer, concrete block, stucco.



Frame sections are heavier, stronger, made with more aluminum than most windows. Frame corners are extra strong, extra tight—never stick, warp, rattle, work smoothly, silently.



Weatherstripping is made of wool pile. Seals better, wears longer, provides year around comfort, convenience. Nylon buttons between aluminum jamb sections eliminate annoying rattles.



Hardware is solid bronze, burnished, and lacquered. Finish is etched before lacquering, your assurance that the beauty of Truscon Series 158 Aluminum Windows is lasting beauty . . . lasting service.



"Quality Approved DH-A2", by Aluminum Window Manufacturers Association, assurance of quality materials, workmanship that exceed F.H.A. or V.A. home loan specifications.

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*World's Widest Range
of Standard Steels and
Steel Products*



**REPUBLIC STEEL CORPORATION
DEPT. AE-6208**

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

I want to learn more about Republic-Truscon building products:

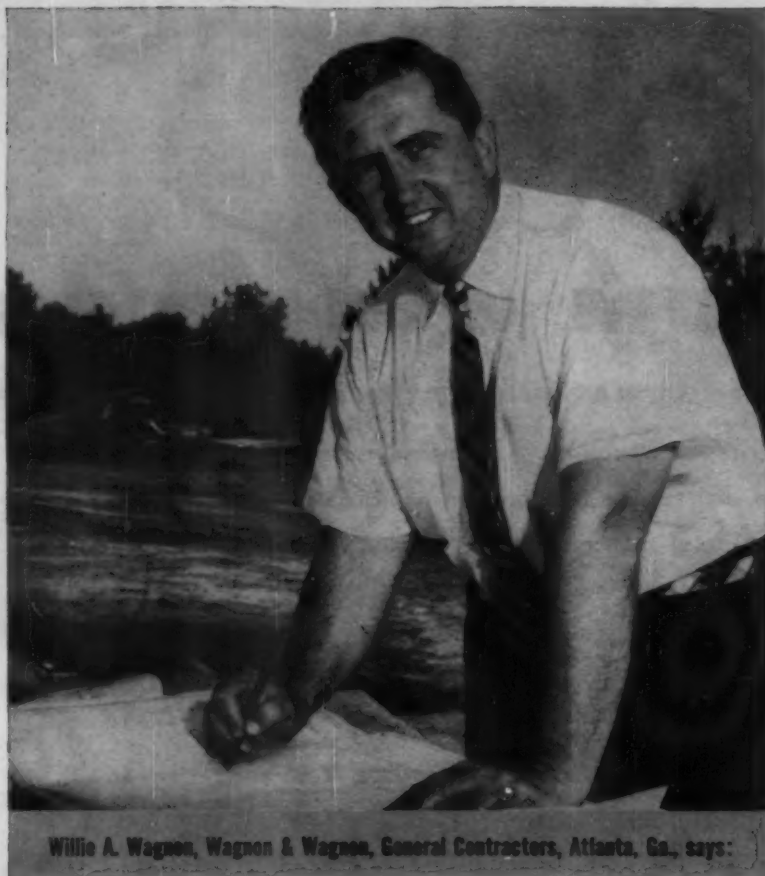
- ☐ Truscon Series 158 Aluminum Windows
- ☐ Truscon Steel Doors
- ☐ Republic Roof Drainage Products
- ☐ Republic Steel Kitchens

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



Willie A. Wagon, Wagon & Wagon, General Contractors, Atlanta, Ga., says:

"Nothing reaches prospects for all types of construction like the Yellow Pages!"

"We've been in business here for 35 years—so we're well known in Atlanta. But to reach newcomers to our rapidly growing city and suburbs, we rely on our advertising in the Yellow Pages. It helps bring in jobs for custom homes and all types of remodeling."

An advertising program in the Yellow Pages of your local telephone directory is one sure way to reach prospects who are ready to build or remodel.

So...to reach more prospects, at the very moment they're ready to buy, call the Yellow Pages man at your local telephone business office *now*... and let him prepare an effective program for you!

General Contractor
RESIDENTIAL • COMMERCIAL



NEW CONSTRUCTION • ALTERATIONS • ADDITIONS
GARAGES • REC. ROOMS • PORCH ENCLOSURES, ETC.

GUARANTEED WORKMANSHIP
FULL INSURANCE COVERAGE & BONDED

FREE ESTIMATES &
PLANNING SERVICE

20 YEARS
BUILDING EXPERIENCE



WAGON & WAGON

dial Jackson 3-5401
721 EDGEWOOD AVE., N. E.

"PEOPLE JUST NATURALLY REFER TO THE YELLOW PAGES when they're planning to build or remodel," says Mr. Wagon. This 1/4-page ad (shown reduced) gets them to refer to him!

NEW PRODUCTS . . .



Trucks for all-weather duty

Two new "Ranger" fork trucks are designed for high-speed handling and tiering over sand, mud and rough terrain. For all-weather handling duties around building sites. They feature high-lift speeds. Capacities of 4,000 and 6,000 lbs. Clark Equipment Co., Dept. AB, Battle Creek, Mich.

Circle No. N17 on reply card, p. 116



Lockset is a time-saver

Residential lockset is designed to cut time and cost of installation. New 5280 line comes in Medwood design (above) plus others. No mortising is required for the latch-unit lock front. Preassembled units, with a paper template. Yale & Towne Mfg. Co., Dept. AB, Chrysler Bldg., New York 17, N.Y.

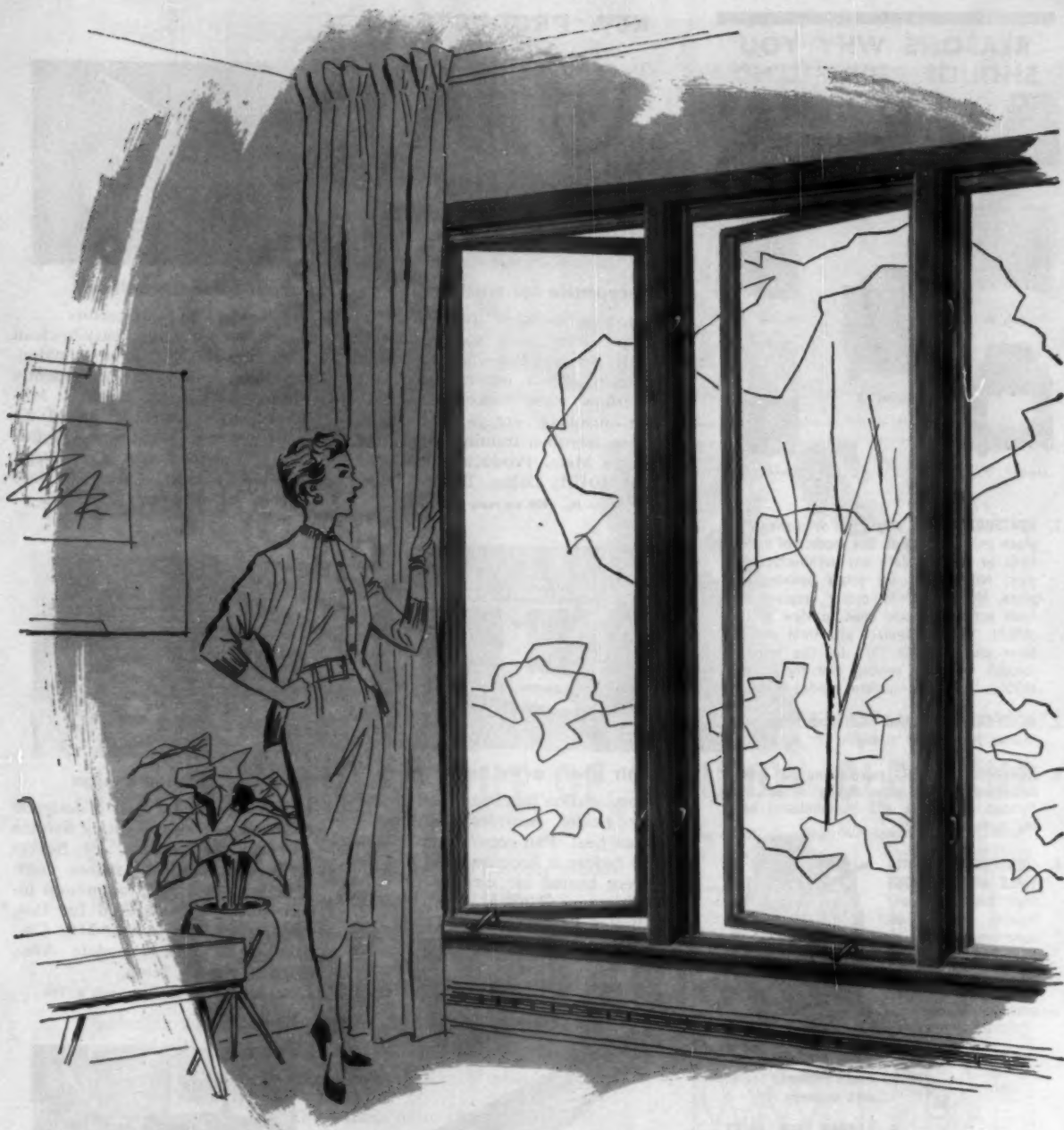
Circle No. N18 on reply card, p. 116



Speeds plaster patching

Plaster patching takes less time and labor with new flexible steel sandpaper, Dragon-Skin. When wet plaster in hole or crack has hardened, area can be smoothed quickly with new steel sandpaper. Also for working on wood, plastics and soft metals. Red Devil Tools, Dept. AB, Union, N.J.

Circle No. N19 on reply card, p. 116



LARGEST STOCK SIZE WOOD CASEMENT



Now . . . here is *high style* in wood casements. These new PELLA CASEMENTS with 24" x 68" glass adapt perfectly to standard height walls. Plenty of room below for perimeter heating. Pleasing proportions above for ceiling-to-floor draperies. And, they trim out to standard doorway height. ROLSCREEN equipped. Insulating glass. See our catalog in Sweet's or mail coupon today. Distributors throughout U. S. and Canada. Consult classified telephone directory.

WOOD CASEMENT WINDOWS

ROLSCREEN COMPANY,
Dept. J-128, Pella, Iowa

Please send data on PELLA CASEMENT WINDOWS.

FIRM _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATT. MR. _____

TEL. NO. _____

REASONS WHY YOU SHOULD RECOMMEND

HEATFORM

WARM AIR CIRCULATING FIREPLACE UNIT



Model "A"



Model "M"



Model "S"



Model "D"



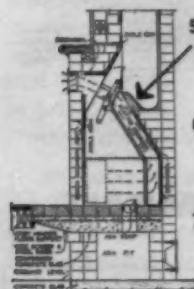
Model "MH"

1. **HEATFORM** is the only heat circulating fireplace unit available in five models of various sizes to accommodate any architectural design; MODEL "A" for single opening fireplace, MODEL "S" for corner fireplace with front and either side open to view of fire, MODEL "M" for fireplace with front and two sides open, MODEL "D" for the opening-through fireplace serving two rooms, and MODEL "MH" the modern hooded fireplace.

2. **HEATFORM** has ribbed, reinforced boiler plate firebox for greater strength.

3. **HEATING CHAMBERS** surrounding the firebox and throat, plus superheating round flues through the throat, add $\frac{1}{3}$ additional heating surface.

4. **HEATFORM'S MULTIPLE AIR PASSAGES** from lower to upper heating chamber assure greater circulation and contact of air to all heating surfaces—no dead air pockets.



5. **NOTHING TO RUST OUT.** All metal beneath chimney sealed with masonry.

6. **LARGER AIR INLET AND OUTLET CAPACITY** for maximum heat delivery.

7. **WIDER CHOICE** of warm air outlet location.

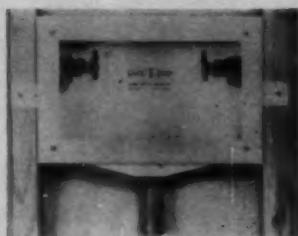
Specify your profession or trade and **WRITE TODAY** for **FREE** file kit of complete detailed information on all models of **HEATFORM** and **HI-FORM** Dampers—includes 52 page 11" x 8½" book of 88 authentic Prize Winning **HEATFORM** fireplace designs.

SUPERIOR FIREPLACE CO.

Dept. AB
4325 Artesia Ave.
Fullerton, California

Dept. AB
601 N. Point Road
Baltimore 6, Md.

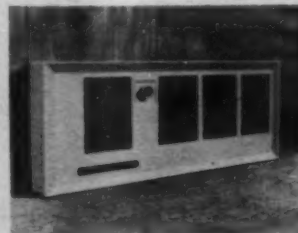
NEW PRODUCTS . . .



Receptacle for washers

Washing-machine receptacle of heavy steel nails easily between wall studs. Pan-shaped bottom catches excess water from leaks, overflow when faucets and drain for machine are wall recessed. Costs less than framing with wood. Acme Metal Products, Dept. AB, Box 10121, Dallas, Tex.

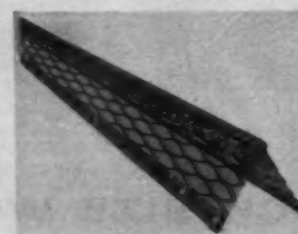
Circle No. N20 on reply card, p. 116



Unit gives even heat

Combination baseboard and forced-air heater provides comfortable even heat. Fan recovers floor level air before it becomes cold and delivers heated air directly into the living zone. Unit is easy to install. Hunter Div., R & M, Dept. AB, 2500 Frisco Ave., Memphis 14, Tenn.

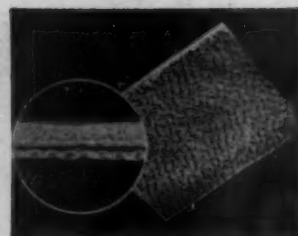
Circle No. N21 on reply card p. 116



Here's a new corner bead

Corner bead is Rigid-Ex. Combines positive plaster key of expanded metal with rigidity of solid metal strip running along edge of each wing. Has straight uniform nose for clear-cut corners. Bead hugs corners, is easily formed into arches. Inland Steel Products Co., Dept. AB, P.O. Box 393, Milwaukee 1, Wisc.

Circle No. N22 on reply card, p. 116



Carpet offer for builders

For builders and contractors . . . a new long-wearing, easy-to-clean carpeting. Has 100% virgin nylon, low loop pile and permanently bonded latex foam padding. Mildew-proof, it can be applied directly to concrete. Comes in five colors. Luxor Carpet Co., Dept. AB, 313 Boyle St., Akron 10 Ohio.

Circle No. N23 on reply card, p. 116



Vent has circular design

Large-size circular vent is designed to blend well with lighting fixtures set into the cornice. Of heavy-gauge aluminum, it comes complete with 8x8 mesh aluminum insect screens. Engineered for fast, easy installation. Louver Mfg. Co., Dept. AB, 3601 Woodale Ave., Minneapolis 26, Minn.

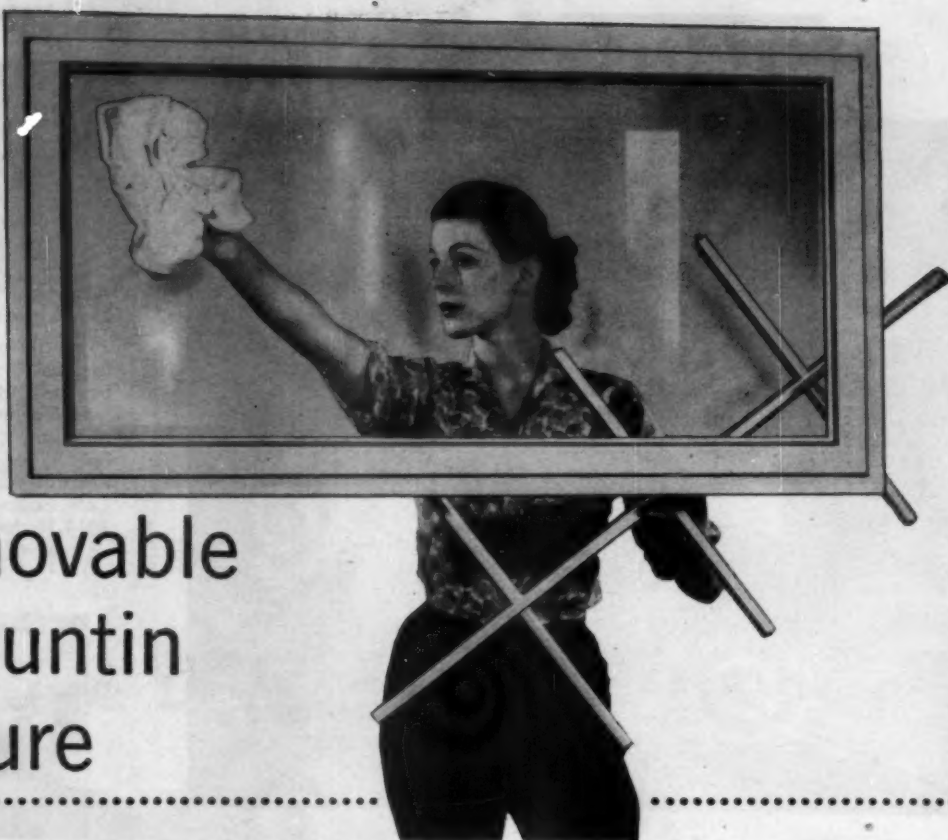
Circle No. N24 on reply card, p. 116



Stripping won't sag

Sponge-rubber weatherstripping holds curves and corners without sagging. "Reinforced Rub-R-Shim" contains special material that prevents stretch during and after application. Is an all-weather cushioning and sealing agent. Johns-Manville, Dept. AB, 7800 South Woodlawn Ave., Chicago 19, Ill.

Circle No. N25 on reply card, p. 116



Removable muntin feature

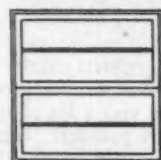
TAKES "PANES" OUT OF WINDOW CLEANING

SHE'S SOLD ON THIS WINDOW right now! It's the only window for those who like the beauty of small multiple panes, and for those who don't like to clean them. It's a snap-in, snap-out PELLA sales feature you can demonstrate in seconds.

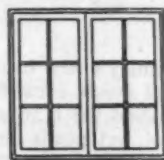
Several styles of removable muntin bars are available, including new diamond patterns — and you can get them with *all* PELLA WINDOWS — CASEMENTS, MULTI-PURPOSE and new TWINLITE combination fixed and ventilating units.

Get *all* the good news about these more convenient wood windows! See our catalog in Sweet's or mail coupon today. Distributors throughout U. S. and Canada. Consult classified telephone directory.

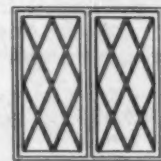
ONE WINDOW...FOUR DIFFERENT APPEARANCES



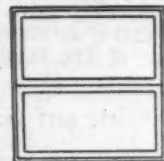
HORIZONTAL



REGULAR



DIAMOND



WITHOUT MUNTINS

SEND COUPON TODAY

ROLSCREEN COMPANY, Dept. J-129, Pella, Iowa
Please send data on PELLA WINDOWS with removable muntins.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____



WOOD
multi-purpose
windows



STANLEY Electric Tools



New orbital sander gives you perfect finishes . . . fast! Only \$54.⁹⁵

Stanley's new heavy-duty orbital sander will give your work a perfect finish. Ideal for dry-wall seams, grooves, panels, cabinets, etc.

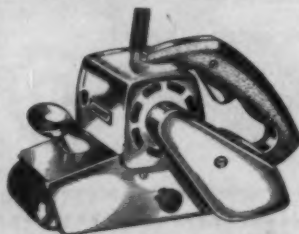
And the H36 will save you a lot of time and hard work. It cuts fast, yet needs hardly any pressure. Here's a real heavy-duty tool—solidly built and guaranteed to give you "workhorse" performance job after job.

See these advanced Stanley sanders at your supplier's soon. Also available in sturdy metal carrying cases. Stanley Electric Tools, Div. of The Stanley Works, New Britain, Connecticut.

H31 BELT SANDER—\$89.95

Big, powerful, rugged. Runs cool, cuts fast on wood, plastic—even metal! Belts change fast, easy. Takes standard 3" x 24" belt or 3" x 23³/₄" belt. First choice of builders, everywhere!

Prices slightly higher in Canada



AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders, industrial and drapery hardware • door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

NEW PRODUCTS . . .



Mortar cart works hard

Primarily designed for masonry use, this 7 cu. ft. mortar cart can be used for other bulk handling jobs. Features an all-welded steel-plate tank with a ratchet on the lip for engaging the wheel brakes. Durable construction for long use. Lull Engineering Co., Dept. AB, 3045 Highway 13, St. Paul, Minn.

Circle No. N26 on reply card, p. 116



Built-ins are matched

Appliances come coordinated in design, color, materials, styling and finish. Enables builders to offer "matched" kitchens. Packaged line includes gas or electric ovens, surface units, dishwashers, refrigerator-freezers. Chambers Built-Ins, Inc., Dept. AB, 2012 N. Harlem Rd., Chicago 35, Ill.

Circle No. N27 on reply card, p. 116

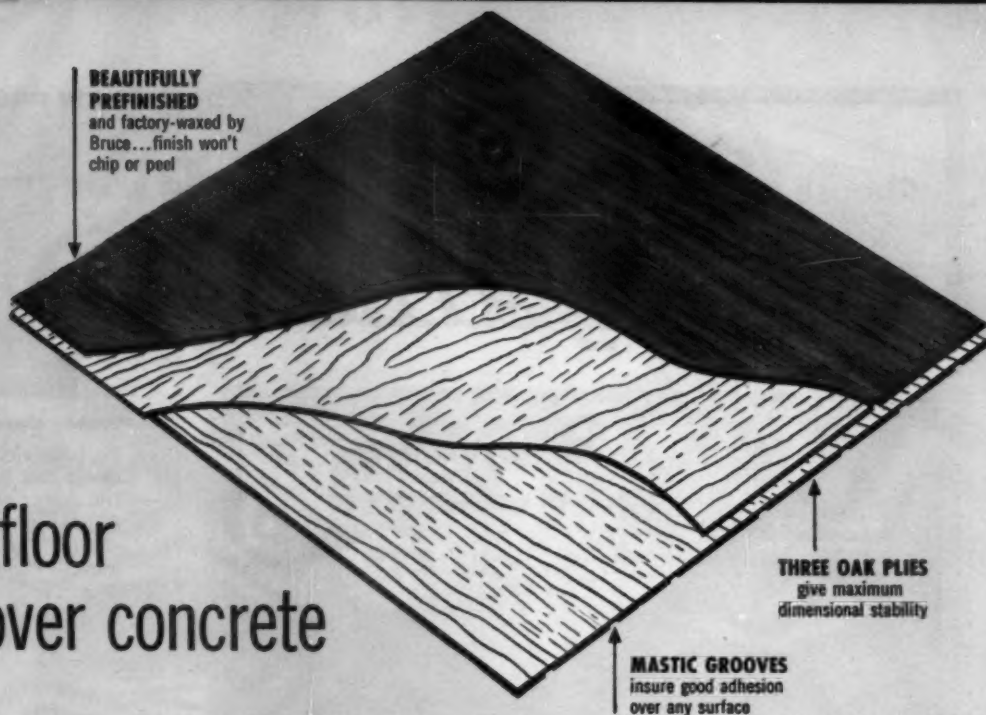


Fireplace screen is glass

Tempered-glass fireplace screen improves the appearance and performance of any fireplace. Is designed to fit the room decor. Features smokeproof construction, precision fit, glass doors which radiate heat, even heat. Simple to install. Thermo-Rite Mfg. Co., Dept. AB, Akron, Ohio.

Circle No. N28 on reply card, p. 116

Ideal floor
over concrete



New Bruce Laminated Oak Block



Modern, inexpensive floor lays like tile over concrete subfloors

- Cross-laminated under heat and pressure with waterproof glue
- No surface dampproofing necessary when laid on slabs on grade constructed to FHA or VA specifications
- No expansion space necessary
- Lower in cost than most types of synthetic flooring materials
- Easily applied on wood or concrete subfloors in Bruce Everbond Cold-Stik mastic (no heating required)
- Ideal for private residential and commercial construction
- Smart, modern parquet pattern
- Manufactured in 9" x 9" squares, $\frac{3}{4}$ " thick
- Carton-packed for protection and easy handling and storage

Bruce Laminated Oak Block

... designed for modern construction

E. L. BRUCE CO., Memphis, Tenn.



World's largest maker
of hardwood floors

Find out about this low-cost oak floor today!

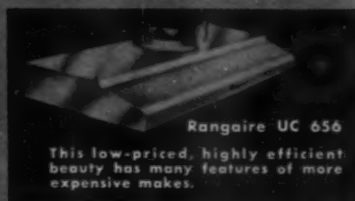
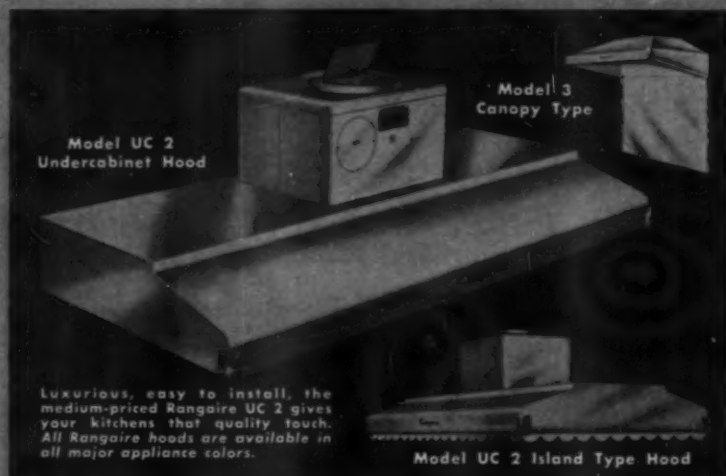
E. L. Bruce Co.
1680 Thomas, Memphis 1, Tenn.

Please send literature on Bruce Laminated Oak Block.

Name _____

Address _____

BUILDERS:
Choose your Price! Choose your Style!
with
Rangaire



**America's most complete
Line of Kitchen Range Hoods**

Now—give the kitchen in your homes that final touch of custom quality by installing a Rangaire Hood. Priced to fit any budget, styled to fit any kitchen, Rangaire Hoods have all those "wanted" features looked for by today's more discriminating home buyers—aluminum foil filters, frosted glass recessed lights, powerful efficient exhaust units, hidden

weld seams, and quality hardware. Over ten million homemakers are being pre-sold on Rangaire every day through the most powerful advertising campaign in its history. Advertising in *Life*, *Better Homes and Gardens*, *House Beautiful*, etc. is putting them in that ready-to-buy mood. So, make sure the brand installed in your kitchen is Rangaire.

Ask your Rangaire dealer to call, or write, for FREE color booklet on entire Rangaire Line. Roberts Manufacturing Company; Cleburne, Texas; DEPT. F-11.



Rangaire

FOR BETTER LIVING AT HOME

NEW PRODUCTS . . .



Water closet is portable

Portable electric-incinerating water closet can be used wherever electric power exists. Acts as complete disposal plant, removes odor. This 40 lb. "Incinolet" unit can be moved easily. Research Products Mfg. Co., Dept. AB, Dallas, Tex.

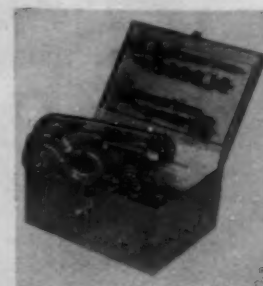
Circle No. N29 on reply card, p. 116



Insulation snaps on

New type of snap-on Urethane insulation has a low k factor, high resistance to chemicals and solvents. It is preformed to fit pipelines and fittings. Can be snapped-on easily to any size piping. Won't fray or splinter. Allied Chemical Corp., Dept. AB, 61 Broadway, New York 6, N.Y.

Circle No. N30 on reply card, p. 116



Kit speeds lock set jobs

New kit assures fast yet accurate lock installations. Made for accurate boring, locating, and marking for strike and faceplate mortising. Main tool of kit clamps on door, controls exact location of holes. Dexter Lock Div., Dexter Industries, Dept. AB, Grand Rapids, Mich.

Circle No. N31 on reply card, p. 116



SUIT:
WILLIAM DEVITZ
ORIGINAL

PLUS VALUES

that make buyers out of lookers

ALWINTITE sliding glass doors and aluminum windows add quality PLUS VALUES to new homes. Superbly engineered and smartly styled for today's trend to indoor-outdoor living, they add visible sales appeal—the kind that helps clinch the sale. ALWINTITE's many PLUS VALUES also mean savings of time and trouble for builders. Consistently better workmanship with careful attention to details means trouble-free operation and the elimination of costly service call-backs. ALWINTITE's national distributor organization with factory-trained specialists is always at your service. For the complete ALWINTITE story see your local distributor or write us direct.

ALWINTITE
by **GENERAL BRONZE**
GARDEN CITY, N.Y.

ALUMINUM WINDOWS • SLIDING DOORS

CATALOGS . . .

HOME-IMPROVEMENT GUIDE offered. Illustrated in color, 24 pages give ideas and plans on use of hardboard for interior and exterior remodeling. Includes photos of latest additions to Masonite hardboard line. Home Service Bureau, Dept. AB, 111 W. Washington St., Chicago 2, Ill.

Circle No. N32 on reply card, p. 116

FOR COMMERCIAL CONSTRUCTION . . . builders doing school jobs who need information on bleachers will find this catalog helpful. Gives construction features and specifications for mechanical folding bleachers, chair stands, other equipment. Berlin Chapman Co., Dept. AB, Berlin, Wisc.

Circle No. N33 on reply card, p. 116

BARBGRIP TRUSS PLATES designed for strength, economy, and quality are described in four-page brochure. Photos show wood truss manufacturing process; tell how builders profit from use of product. Wood Lock, Inc., Dept. AB, 220 W. Freemason St., Norfolk 10, Va.

Circle No. N34 on reply card, p. 116

BATH BOOKLET tells of the advantages of "Privazoning". This new concept in bathroom planning provides greater privacy for each family member. Eight pages include four complete floor plans. Shows how to apply "Privazoning." American-Standard, Dept. AB, 40 W. 40th St., New York 18, N.Y.

Circle No. N35 on reply card, p. 116

HOW TO assemble a Lee-Bow window in just 30 minutes with a simple hammer. Fully pictured in this new brochure. Photos show how this window fits in with ranch, split- or Cape-Cod styling. Charts sizes for easier selection. Lee Millwork Corp., Dept. AB, Fair Lawn, N.J.

Circle No. N36 on reply card, p. 116

"CONTEMPORARY" BUILDINGS are illustrated in this 20-page catalog. Presents a new concept of prefab straight sidewall construction. Gives features of structural steel in standardized modular units. Cowin & Co., Inc., Dept. AB, 940 E. Hennepin Ave. Minneapolis, Minn.

Circle No. N37 on reply card, p. 116

TRACTOR NEWS is available in a six-page, well-illustrated folder. Describes utility tractors for many jobs. Highlights power and performance of these new models. Also describes companion equipment. Allis-Chalmers Mfg. Co., Dept. AB, 1126 S. 70th St., Milwaukee, Wisc.

Circle No. N38 on reply card, p. 116

COLORFUL SOLAR SCREENS are illustrated in this descriptive brochure. Suggests how to choose the right color for Ceramic Veneer grilles to complement house design. Shows choice of all designs. Federal Seaboard Terra Cotta Corp., Dept. AB, 10 E. 40th St., New York 16, N.Y.

Circle No. N39 on reply card, p. 116

LAMINATES MANUAL, "On-the-job Installation Data," gives step-by-step instructions for applying Pionite plastic laminates on vertical and horizontal surfaces. Shows how to use hand and power tools effectively. From Pioneer Plastics Corp., Dept. AB, Allen St., Sanford, Me.

Circle No. N40 on reply card, p. 116



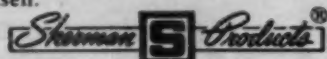
with the New Sherman-Napco 4-Wheel Drive

Now you can operate your tractor efficiently regardless of unfavorable ground conditions!

With a Sherman-Napco 4-Wheel Drive, you "get up and go" because you have more positive traction at all four wheels . . . you do many heavy jobs that you would expect only a larger tractor could handle . . . and work is performed quicker.

Because traction is positive, you utilize the full power built into your engine. And tractor life is increased because there is less wear and tear, wheel slippage, clutch slippage and strain.

The Sherman-Napco is engineered specifically for the Ford 600 and 800 series tractors. It is an inexpensive unit that can be installed in a few hours and soon pays for itself.



SHERMAN PRODUCTS, INC., Royal Oak, Michigan

POWER DIGGERS • LOADERS • FORK LIFTS • SOIL WORKING TOOLS • CRANES AND EXCAVATORS

Get a demonstration at your Ford Tractor Dealer or write for Bulletin SP-787.



New built-in Ironrite fits in standard base cabinet

Every woman wants the automatic ironer that irons everything she can wash in 1/2 the time.

New built-in Model 990 is easy to install in a standard base cabinet 36" high x 24" deep. Home instruction included free with every Ironrite.

It's an exclusive sales feature to offer your customers! Send for **FREE** roughing-in specifications!

Ironrite
AUTOMATIC IRONER

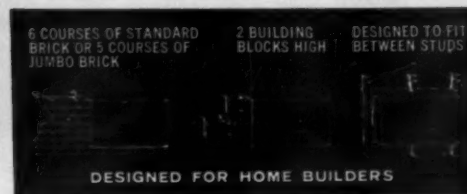
Mt. Clemens, Michigan



INSIDE, the new *Thinline* air conditioner panel can be painted or papered to *blend* in with room décor. Easy-to-reach controls are hidden from view.



OUTSIDE, the Built-in *Thinline* has a "no-see-through" aluminum grille. It can be painted to match exterior. From street, it has a neat, built-in look.



New General Electric Built-in Thinline Solves more builder problems than any other air conditioning system

Designed specifically for home builders. The new Built-in *Thinline*'s aluminum case is exactly as high as two building blocks with mortar, six courses of standard brick, or five courses of jumbo brick. Case fits between a standard two-stud width. Unit *actually* becomes *part* of the wall.

Problem SOLVED!

Cuts on-site costs—Your workmen build case into the wall during construction—slide the unit into place when the building is finished. No ductwork or plumbing needed.

Problem SOLVED!

Preserves beauty of home—Inside panel can be painted or papered to match interior. It *blends* with room décor! Outside grille can be painted to match exterior.

Problem SOLVED!

Flexible—You can now air condition as little or as much as you need to assure a quick, profitable sale.

Problem SOLVED!

Economical—Saves you labor cost in installation, the material cost of ductwork and plumbing. This means the new General Electric Built-in *Thinline* system costs less than most central systems.

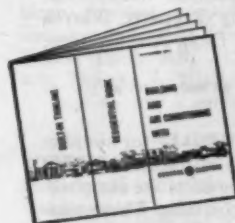
Problem SOLVED!

Powerful, but quiet!—One model, packing up to 10,000 BTU's,* is enough to cool the large rooms in an average-sized house. A second complementary model, with extremely low noise level, is ideal for bedroom use.

Problem SOLVED!

Buyer acceptance—It's assured! Because your customers know the General Electric name. They *know* they're getting dependability and advanced design.

*Cooling capacities are tested and rated in compliance with ARI Standard 110-58 and are stated in British Thermal Units.



See your General Electric representative, or

SEND FOR FREE BOOKLET

Get the whole story. How you can save air conditioning dollars—and still give your home buyers the latest and *best* in home cooling.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

USE THIS HANDY COUPON TODAY!

General Electric Company, Dept. 2C,
Appliance Park, Louisville 1, Kentucky

Please send me my free copy of "Building and Air Conditioning with General Electric." ☐ Also send name of local distributor. ☐

Your Name

Firm Name

Street

City Zone State

Builder ☐

Architect ☐

Other ☐

CATALOGS . . .

AUTOMATIC CONTROLS catalog for heating, ventilating and air-conditioning systems. Consists of 52 pages which fully illustrate the Barber-Colman line. Gives operational and application data for each control component. Barber-Colman Co., Dept. AB, Rockford, Ill.

Circle No. N41 on reply card, p. 116

WINDOW NEWS is presented in a colorful eight-page catalog. Describes a new concept in functional

window beauty . . . a frost-free, condensation-free window. Gives materials, construction and erection specs. Also includes detail sketches for sliding and picture type. Woodlin Metal Products Co., Dept. AB, Marshall, Mich.

Circle No. N42 on reply card, p. 116

"EXTEND-A-STEP" LADDER is introduced in a colorful illustrated bulletin. This model converts from a basic step ladder into an extension,

stairway ladder or into two separate ones. The Patent Scaffolding Co., Inc., Dept. AB, 38-21 Twelfth St., Long Island City 1, N.Y.

Circle No. N43 on reply card, p. 116

ELIMINATE SLIPS ON STAIRS . . . suggests a two-page data sheet on Monroe X-L Veneer. Gives interesting application and performance facts. Explains abrasive resistance of this slip-proof coating. Color swatches. Monroe Co., Dept. AB, 10703 Quebec Ave., Cleveland 6, Ohio.

Circle No. N44 on reply card, p. 116

FACT FILE on contact cements is available. Cements come in eleven grades. Folder contains technical bulletins on each type. Gives properties, recommended bonding techniques and handling. National Starch Products, Inc., Dept. AB, 750 Third Ave., New York, N.Y.

Circle No. N45 on reply card, p. 116

SELF-DRAINING SINK is featured in literature from Elkay. The "Sinkette," combination sink bowl and self-draining apron, is described and pictured. Gives finish, sizes, types available. Elkay Manufacturing Co., Dept. AB, 1874 S. 54th Ave., Chicago 50, Ill.

Circle No. N46 on reply card, p. 116

OFFICIAL CATALOG lists U. S. Government specifications for a wide variety of adhesives, coatings, and sealers. This 23-page catalog gives specifications, their definitions and the corresponding 3M product. Minnesota Mining & Mfg. Co., Dept. AB, 423 Piquette Ave., Detroit 2, Mich.

Circle No. N47 on reply card, p. 116

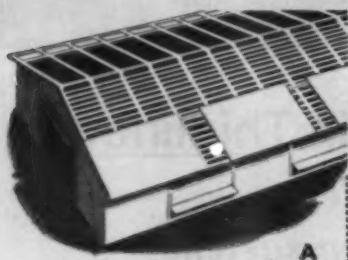
HEATING-COOLING DATA is given in 28-page illustrated catalog. Describes year-round single unit conditioner using forced-flow convections for both heating and cooling. Cutaway illustrations, dimensional drawings, piping diagrams. Warren Webster & Co., Dept. AB, Camden, N.J.

Circle No. N48 on reply card, p. 116

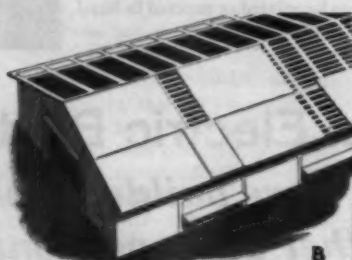
SCREENS AND GRILLES for simplicity, beauty, ease of installation, and low maintenance costs are sketched. Illustrates various uses. These anodized aluminum screens and grilles come in variety of colors, sizes and thicknesses. Morris Kurtzon, Dept. AB, 1430 S. Talman Ave., Chicago 8, Ill.

Circle No. N49 on reply card, p. 116

ANOTHER HOMASOTE FIRST



A

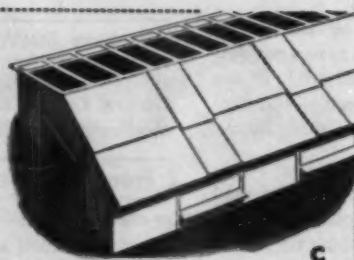


B

WITH THE NEW

Homasote "48" Roofing Panels

2 men roof
4 squares an hour



C

IT'S AS SIMPLE AS A, B, C

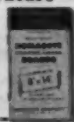
Here is still another Homasote "lifetime" roof. The "48" method combines Homasote Roofing Panels of 4' and 8' widths—the lengths being determined by the overall roof dimensions. Most often, 8' x 12' *Primary Panels*—placed horizontally—are used with 4' x 8' *Cover Panels*—placed vertically (as here pictured).

There is a 6" overlap wherever any two panels meet. The rectangular pattern and the deep shadow lines make for an extra fine appearance. The insulating value is immediately sensed.

To have a permanent roof—with real economy—the structure must meet the

specifications outlined in our Homasote "48" Roofing folder. (Within these specifications, the joists or trusses may be up to 60" o.c.) The second requirement is that the roof must be painted as soon as possible—in any case within 3 years—and kept painted. Use Homasote Primer-Sealer and an exterior chalking white.

Mail the coupon today—for full, illustrated details on Homasote "48" Roofing and other Homasote literature—including the Eighth Edition of the 72-page Homasote Handbook. Get the know-how of Homasote weatherproof materials and applications.



HOMASOTE COMPANY

So U. S., kindly address
Trenton 3, New Jersey.
In Canada:
Toronto 12, Ont.—
224 Merion Street



Send the literature and/or specification data checked:

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|--|--|
| <input type="checkbox"/> Homasote "48" Roofing | <input type="checkbox"/> Sheathing |
| <input type="checkbox"/> Trussed Arch | <input type="checkbox"/> Grooved Vertical Siding |
| <input type="checkbox"/> Poultry Houses | <input type="checkbox"/> Homasote (72-page) |
| <input type="checkbox"/> Farm Board | <input type="checkbox"/> Handbook |

NAME

ADDRESS

CITY STATE L-2

WALL FOLDER describes architectural porcelain veneer panels. Shows uses for interiors, exteriors, new and remodeling construction. Gives features of lightweight, durable Monarch Wall. Davidson Enamel Products, Inc., Dept. AB, 1125 E. Kibby St., Lima, Ohio.

Circle No. N50 on reply card, p. 116

LIGHTING FIXTURES for low ceiling construction are illustrated in an eight page brochure. Shows series of 4', shallow, architecturally styled lighting fixtures. Features simple two-part installation. Garco Lighting, Dept. AB, 2475 Elston Ave., Chicago 47, Ill.

Circle No. N51 on reply card, p. 116

PROFITABLE POOL FORMING is the subject of a well-illustrated, detailed booklet. Contains comprehensive how-to-do-it information on four popular standard swimming-pool plans. Details forms used with each. From Gates & Sons, Inc., Dept. AB, 80 So. Galapago, Denver 23, Colo.

Circle No. N52 on reply card, p. 116

BELT SANDER is one of the new tools fully described and illustrated in a 52-page catalog. Includes full details on band, contour, jig saws, saw jointers, saw tables, as well as many other tools of the trade. Boice-Crane Co., Dept. AB, 966 W. Central Ave., Toledo 6, Ohio.

Circle No. N53 on reply card, p. 116

"DISCOVER CERAMIC TILE" explains in easy-to-read terms the various kinds of ceramic tile and their uses in the home. Color photos show installations. This 12-page booklet describes types for walls, floors, and countertops. Mosaic Tile Co., Dept. AB, Zanesville, Ohio.

Circle No. N54 on reply card, p. 116

TRUCKS FOR '59 are displayed in colorfully illustrated kit. Suggests the proper model for every trucking need. Points out sweptline styling, large payload capacity. Includes comfort and safety features. Dodge Truck, Dept. AB, 2751 E. Jefferson, Detroit 7, Mich.

Circle No. N55 on reply card, p. 116

WINDOW CATALOG gives full details on the complete line of prime windows and rolling glass doors by Capitol. Each product section shows details, cross sections, installation data, sizes, etc. Capitol Products Corp., Dept. AB, Mechanicsburg, Pa.

Circle No. N56 on reply card, p. 116

"I can dig a basement



in 3 hours less time..."

"I can bid lower and still make as good a profit" says John Beniger of Sheboygan, Wis. "I bought my Model 12 'PAYLOADER' a year ago and soon found out I had a new kind of tractor-shovel under me. I can dig an average basement in 3 hours less time — and load a 10-yd. truck from stockpile in 1 minute."

This Model 12 "PAYLOADER" is the first unit-built tractor-shovel specifically designed for shovel work, not a tractor attachment. It's a driver's dream: in operating ease, riding comfort, visibility and safety and outproduces conventional tractor attachment units of much larger capacity.

BALANCE — Rear engine mounting on the Model 12 is the big difference. It counterbalances the bucket load and distributes machine weight over the entire track length . . . gives more traction and stability for digging, carrying and dumping.

SPEED — Power shift transmission and power-steer permits effortless, on-the-go shifting and steering (no foot brakes) for instant response and forward or reverse speeds to 10 mph.

VISIBILITY — Operator is comfortably seated ahead of the engine where he can see what his bucket is doing and where he's going, at all times.

THE COMPLETE STORY — of the Model 12's remarkable "built-in" traction, stability and balance is fully explained in an attractive 8-page bulletin. Write for your copy today. The Frank G. Hough Co., 811 Sunnyside Ave., Libertyville, Ill.

6-C-4



Modern Materials Handling Equipment

THE FRANK G. HOUGH CO.

LIBERTYVILLE, ILLINOIS

SUBSIDIARY—INTERNATIONAL HARVESTER COMPANY



If you can get rid
of this ...

... your project
can look like this



... here's a low-cost

A utility pole is a useful device, but it is not handsome. Aside from the fact that it does its job adequately, its chief asset is its low cost.

Completely underground wiring has almost everything to recommend it. It is invisible and safe from storms and falling branches. Unfortunately, it is also very expensive.

The Los Angeles Department of Water and Power, working with the local telephone company, has produced a most interesting compromise system. Called "Modified Underground," it has most of the advantages of a complete underground system (only the transformer is above the ground) and it still manages to achieve a substantial cost reduction.

Typically, a utility pole system costs \$165 a lot; a completely underground system costs around \$850 a lot. Modified Underground splits the difference at about \$550.

Any builder would think twice before tacking \$850 to his land costs. But \$550 is in a more practical range, particularly when it will buy almost the same thing as the higher figure. And when the house lots and houses involved are in medium- and upper-price ranges, extra cost is justified.

OLD FASHIONED utility pole does its job, and does it at the lowest possible cost. But in no way does it add to the beauty of the neighborhood.



WHERE MODIFIED underground wiring has been installed, development is clean, uncluttered, attractive. This

is Chateau Highlands in the San Fernando Valley. Houses here are in the \$35,000 to \$45,000 price class.

way to put wires underground

There is also the matter of cash outlay. The Electric Department grants credits against deposits, depending on how much electrical equipment is used. Where the house is completely electric, no

cash deposit is required for a pole system. Complete Underground, however, requires a cash deposit of about \$625. For Modified Underground, the builder has to deposit only \$225.



BUILDERS MERCHANDIZE underground wiring. According to Lee Watson, developer of Chateau Highlands, sales justify extra expense of Modified Underground.



ONLY visible object is transformer, and shrubbery will grow to conceal it. One transformer serves six to eight houses; "handhole" beside it distributes to four houses.

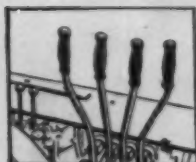


... outperforms any $\frac{3}{8}$ yard machine!

Hopto's 200° uninterrupted swing, fast cycling time, 19' ground reach and 13' 6" digging depth offer outstanding work capacity at modest equipment investment.

The heavy-duty 72 gpm hydraulic system has power to spare for toughest digging. Hopto's 180° wrist-action of the backhoe makes handling of rock, broken concrete or blacktop, and frozen soil easy and profitable . . . permits square cornered digging for forms, footings and foundations.

Hopto takes your toughest jobs in stride . . . cuts working time—increases profits.



UNINTERRUPTED 200° SWING! SAFE, SURE, CUSHIONED CONTROL

Easy to use hydraulic controls are quickly mastered. Hand levers and foot pedals enable operators to combine movements for faster cycling . . . Operation is fatigue-free, **SAFE!**

Choice of models to fit your requirements

SELF-PROPELLED
WHEEL OR TRACK



WHEEL OR TRACK
TRACTOR MOUNTED

Hopto®

a product of

WARNER & SWASEY

BADGER DIVISION • DEPT. AB • WINONA, MINNESOTA

Please send me all the facts on Hopto's exclusive advantages.

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Address _____

City _____

State _____



**NOW
used
more
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ever
before
by cost
conscious
builders...**

SONOCO SONOAIRDUCT FIBRE DUCT

For slab perimeter heating or combination heating and cooling systems!

Profits go up when you install Sonoco Sonoairduct because you save time, labor and money. No other duct installs as fast. Widely used by contractors, with the larger diameters ideal as supply and return lines for shopping centers, schools, churches and industrial heating and cooling systems. Sonoairduct meets and exceeds F. H. A. criteria and test requirements for fibre duct to be encased in concrete.

23 sizes, 2" to 36" I. D., in standard shipping lengths of 18'. Special lengths also available, which can be sawed on the job. Aluminum foil lined. Free installation manual. See our catalog in Sweet's.

For complete information and prices, write

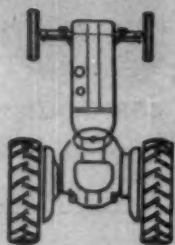
SONOCO

Construction Products

SONOCO PRODUCTS COMPANY

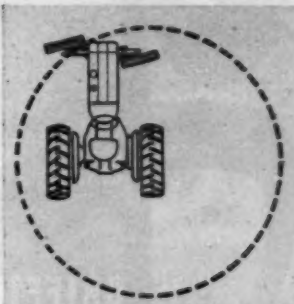
- HARTSVILLE, S. C.
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1725



Long Wheel Base, Wide Tread gives you better footing and more stability. Weight is spread out to provide more traction and give you a better working advantage with any attachment.

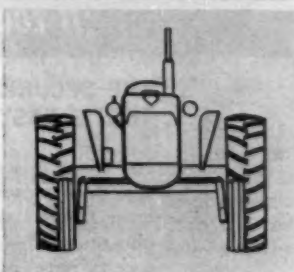
Front Axle's Forward Location lets you make a tight turn ... a pivot turn in less than 16½ feet!



Power Director quick-shifts between high and low range *on the go!* You get up to 42% more power in low range when you need it ... boost travel speed up to 50% in high range.



Low Profile ... High Clearance—the ideal combination because center of gravity is low, yet you get high clearance for travel over berms, rocks and other obstacles. And, you can SEE over, under and all around the machine.



D-14 35 hp, 4,200 lb weight

D-17 54 hp, 5,300 lb weight

IT DOESN'T COST TO FIND OUT

ALLIS-CHALMERS

SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE

Allis-Chalmers Utility Tractors and Equipment
Milwaukee 1, Wisconsin

Gentlemen:

SHOW ME more about these tractors and equipment. I'd like to have:

☐ A job demonstration
☐ Literature ☐ A salesman call

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THE SECURITY HINGE THAT'S EASY TO INSTALL

No more unscrewing and screwing easy-to-lose set screws. Doors are hung faster than with any standard non-removable pin hinge when you specify new Griffin-Grip Hinge.

MAXIMUM SECURITY when the Griffin-Grip Hinge is closed.

NON-RISING FEATURE, TOO. If the pin has a tendency to rise, the ball moving into the groove of the pin will automatically reset the pin as the door is closed.

New Griffin-Grip is available on all ball-bearing and all template hinges 4" and larger in all standard hardware finishes. See your dealer or write today.

GRIFFIN MFG. CO. - ERIE, PA.

GRIFFIN

*pat. pend.

2 MEN INSTALL EDWARDS ZONE CONTROL BASEBOARD AND BOILER IN 1 DAY!

Only with the Edwards Packaged System is zone control heating so quick, so easy, so inexpensive. Two men can install the entire system in a day . . . Edwards boiler-burner (gas or oil) plugs into any outlet; pre-cut baseboards are set up in minutes; pre-wired boilers meet ASME Code and are guaranteed for 20 years. And you can heat up to 6 zones from one pump for as little as \$25 per zone more than non-zone systems! Write today for literature and specifications.



**EDWARDS
ENGINEERING CORPORATION**

203 ALEXANDER AVENUE, POMPTON PLAINS, NEW JERSEY
TELEPHONE: TERHUNE 5-2806 OR TERHUNE 5-3352

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 2231) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION

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November, 1958

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JOSEPH B. MASON, Editorial Director

Sworn to and subscribed before me this 23rd day of September, 1958.
[SEAL.]

EDMUND J. FUYDAK, Notary Public
(My commission expires March 30, 1959)



Stretch Dollars — Save Manpower with equipment that does more ...

WORK BULL 202

**DOES MORE JOBS THAN ANY
OTHER RIG IN THE UTILITY CLASS!**

The Work Bull 202 with its complete line of power-matched attachments is designed and engineered to increase your production and save you money on all types of construction jobs! It enables you to handle stockpiling, loading, materials handling, digging, trenching, clean-up, backfilling, scraping, scarifying, leveling, hauling, cable-laying, mowing — even wood cutting — in the fastest time ... and all with one power unit! Most attachment changeovers are so simple you can make them quickly in the field.

New Work Bull Industrial Styling features a low silhouette for better over-the-hood visibility. Distinctive bumper-grille is specially designed to facilitate the mounting of a Davis Loader-Backhoe, so the entire rig will operate as a single integrated unit. Built-in hydraulic pump mounting lets you reach farther by eliminating the necessity for a bumper. Heavy-duty front axle and engine support withstand torsional stresses that accompany heavy industrial use.

High-torque, 40-horsepower engine delivers more sure-footed lugging power at low speeds than any other tractor in the utility class! Dual range transmission has in-line shifting through six forward and two reverse speeds. Other Work Bull quality features include full-time power steering, left and right turning brakes, all-weather starting, quick warm-up, pressure-lubricated engine, safety-starter, pressurized cooling system, and extra-large fuel tank for once-a-day filling.

Other Power-Matched Massey-Ferguson Rigs are the Work Bull 1001 Multi-Purpose Tractor Loader (60.3 h. p.), Work Bull 303 Tractor (54.5 h. p.), Work Bull Fork Lift, and Davis Loader and Backhoe ... plus a multitude of integrated attachments for each basic unit.

For information on the complete Massey-Ferguson Industrial Line ask for Brochure G-4. For specific information on the Work Bull 202 ask for Brochure W-2. Write Massey-Ferguson Industrial Division, 1009 South West Street, Wichita 13N, Kansas.



**MASSEY-FERGUSON
INDUSTRIAL DIVISION**



Davis Backhoe on Work Bull 202 digs flush alongside obstructions, lets you load directly into trucks.



Work Bull 202 is the only industrial tractor with Ferguson 3-point hook-up for rear end attachments.



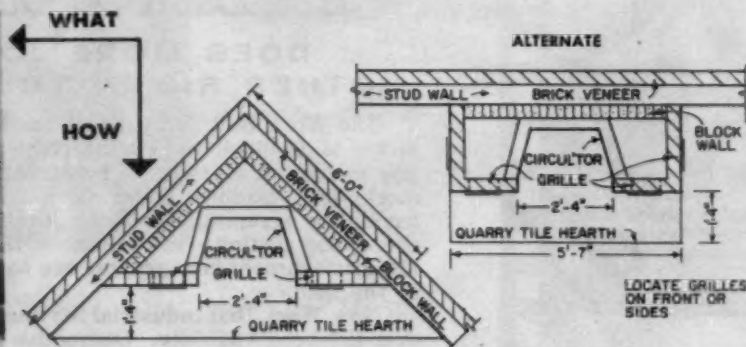
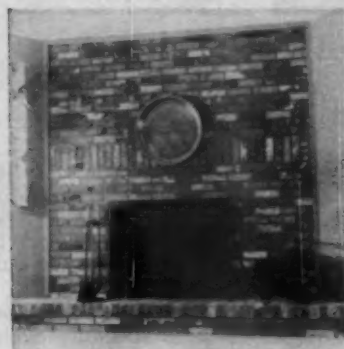
Work Bull 1001 Multi-Purpose Tractor Loader is convertible into eight machines. Instant reverse.

3 job-proven ideas to reduce your costs



1. CURBS for 50% less are possible with this Stephens-Canfield curber now used in Knoxville, Tenn., by Harkness Construction Co. Alex Harkness, a small builder putting up 12-15 houses per year, finds that the extruded

curber saves him a nice piece of change on his gutter work which he does himself. He also subcontracts other builders' work. Machine can be bought for price of a set of steel forms. It reduces labor and finishing time.



2. FIREPLACES for \$400 less than solid masonry fireplaces are offered by builder Bill MacDonald in Indianapolis through the use of Majestic prefab units. Light weight permits them to be placed anywhere without

extensive concrete footings. His corner fireplaces cost no more . . . there is no brickwork needed (see drawings above). MacDonald reports women complain of high cost of fireplaces. Most men want them; it's their relaxation.



3. TWO JACKS replace four men on tilt-up panel job that would normally require six, reports Marty Braun, president, HBA of Chicagoland, from his new project. The two men easily tilt a 30' wall section into

place. The jacks, made by Proctor, make it possible to erect a wall without the usual wracking and twisting when a group of men handle the panels. Another time saver is addition of overhang to the panel before it is tilted up.

Kiln-Dried Framing for Sound, Durable Construction

Good builders want their construction to endure—to give owners long years of truly economical shelter. They know that kiln-dried framing increases structural soundness. It contributes much to comfortable living with low maintenance costs. That is why many builders use Weyerhaeuser 4-Square Kiln-Dried Lumber for framing their homes.

Precision manufactured, scientifically kiln-dried 4-Square framing lumber is strong, holds nails firmly, and assures a tight, rigid structure. The Weyerhaeuser 4-Square trademark assures you of complete framing satisfaction. It also creates confidence with home owners when they see this trademarked lumber being used.



Weyerhaeuser 4-SQUARE®

LUMBER AND BUILDING PRODUCTS



Kiln-Dried Wood Sheathing for Greater Building Strength

Framing that is reinforced with wood sheathing delivers the maximum in stable construction. Weyerhaeuser 4-Square Kiln-Dried Wood Sheathing is the ideal material for firmly tying the frame into a sound, structural unit.

Trademarked Weyerhaeuser 4-Square Wood Sheathing is available in a wide choice of species and grades. It serves as a sound, permanent base for siding, shakes, and other finish materials. Wood also delivers much insulating value.

It will pay you to see your Weyerhaeuser 4-Square Lumber Dealer and also examine his sidings, finish, shingles, plywood, particle board, hardboard, panelings, and other 4-Square building products.



Weyerhaeuser Sales Company

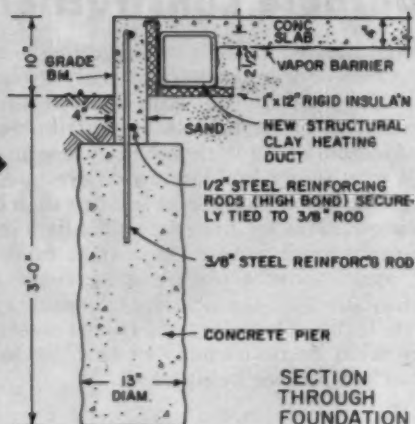
FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

BETTER DETAIL OF THE MONTH

Grade-beam construction can lower cost of your slab house

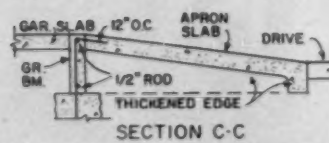
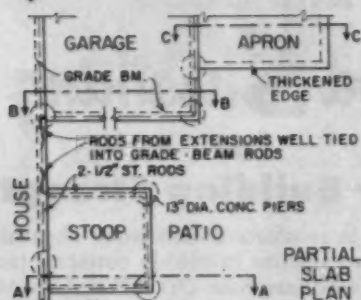


WHAT → HOW

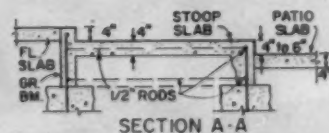


LOOK at the new twist Andy Place, South Bend, Ind., has added to his low-cost grade-beam construction: he's using a large vitrified clay-tile duct, with no radial runs, around the perimeter of the slab (photo left, detail above). The down-flow furnace will sit above the duct along the outside wall.

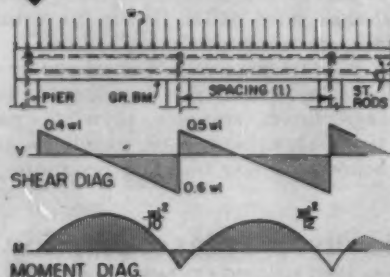
Partial slab plan



GRADE BEAMS are carried by 13" diameter concrete piers. Piers are spaced approximately 6 to 10' o.c. Smaller sectional details show steel reinforcement.



Grade-beam design, calculations

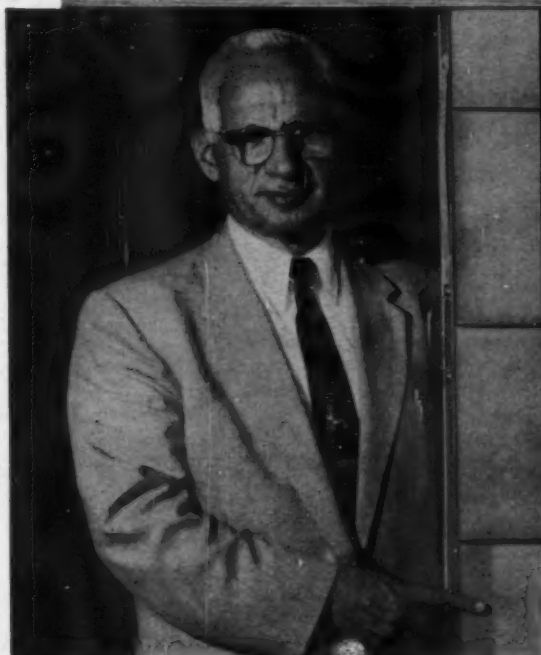


Design Requirements
Concrete (ACI-318-56)
 $F'_c = 3000$ psi
 $f_c = 1350$ psi
 $n = 10$ $K = 236$
 $k = 0.403$ $i = 0.866$
 $V = 90$ psi
Steel (AISC)
 $f_s = 20,000$ psi
Design Loads
Live—25 psf (snow)
Dead—3.8 (sheathing, felt, shingles)
28.8 psf total

TABLE OF MAX. PIER SPACING WALLS BEARING TRUSSES		
ROOF SPAN	SPACING - FT.	
	FRAME	MASONRY
20'-0"	9'-0"	6'-6"
24'-0"	8'-6"	6'-0"
28'-0"	8'-0"	5'-6"

SPAC'G FOR END WALLS: FRAME 12'-0" MASONRY 9'-6"

Wall weight		1/2" gyp ceiling & insulation	35.0
framing	13.4 plf	trusses (2' oc)	32.0
fiberboard sheathing,		lim. storage	70.0
25/32"	8.0	(7' x 20/2)	540.0 plf
siding	14.0		
1/2" gyp wall board	17.4		
	55.0 plf		
Roof weight (28' span)		wt grade beam	66.0
live & dead	403.0 plf	Total	661.0 plf



A. H. Lubin, President

the permanent protective overlay for plywood



CreZon

CreZon overlaid plywood is available from leading plywood manufacturers under various brand names



CROWN ZELLERBACH CORPORATION
343 SANSOME STREET SAN FRANCISCO CALIFORNIA

Douglas Homes Specifies CreZon

● For siding that cuts production costs and saves on field finishing, Douglas Homes Corporation looks to Everside* with its CreZon overlay.

This "armor plated" plywood is ideal for bevel siding because: (1) the CreZon overlay completely covers grain pattern — cuts paint and painting time; (2) trim loss and waste are held to a minimum by virtue of Everside's workability; (3) this superior siding will withstand all extremes of temperature without splitting, checking or grain rise.

Douglas expects to use CreZon overlaid plywood on approximately 240 homes this year alone. Discover new building economy . . . new building quality. Specify a CreZon overlaid plywood on your next job!

*Everside is a registered trade mark of Walton Plywood Co., and is a patented product in the U. S. & Canada.

Builder Andy Place shows you ...

... How kitchen cabinets can boost your sales



A new kitchen-cabinet system has proved a strong sales booster for builder Andy Place of South Bend, Ind. For the same price as stock wood cabinets, Place offers non-warping plastic cabinet doors, and 50% extra storage space.

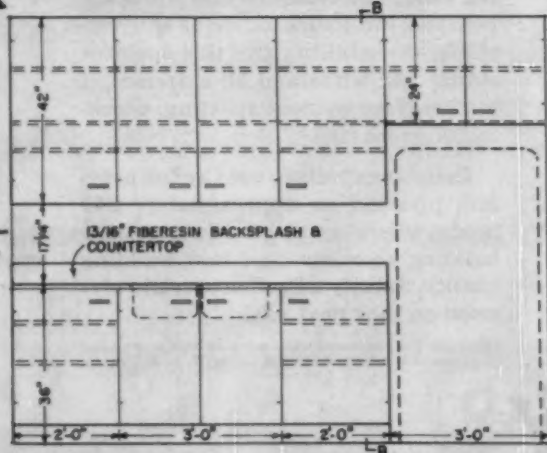
The doors are "Fibresin," fiber-cored, melamine-faced material with a handsome wood grained finish. As the photo shows, Place builds his cabinets so that they are entirely faced with these doors.

The extra space—fine for seasonal storage items—comes from running the cabinets to the ceiling. The added cost is no more than the standard method of furring down.

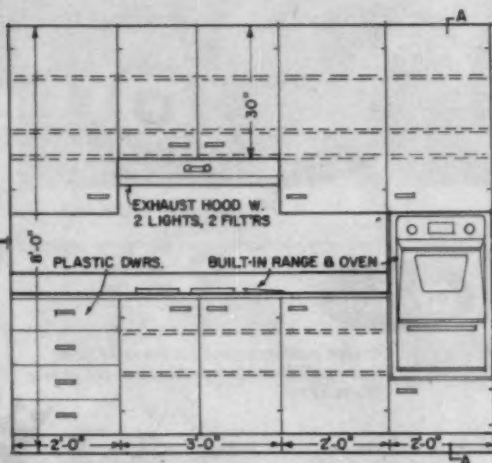
◀ **COMPLETED KITCHEN** shows the Fibresin doors hung flush on low-cost wood-painted frames (see details). Home owner is given a heavy-duty steel folding stepstool, making cabinet tops accessible.

WHAT

HOW

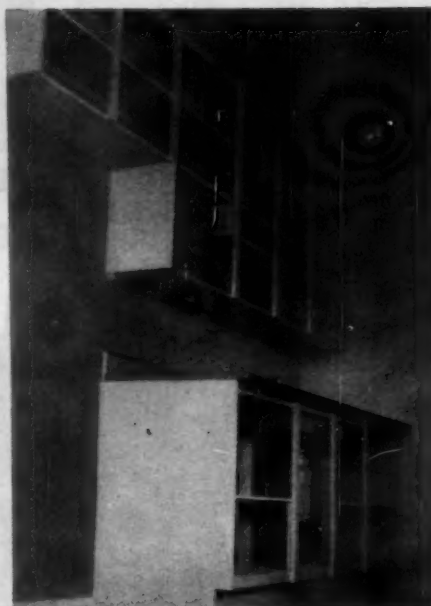
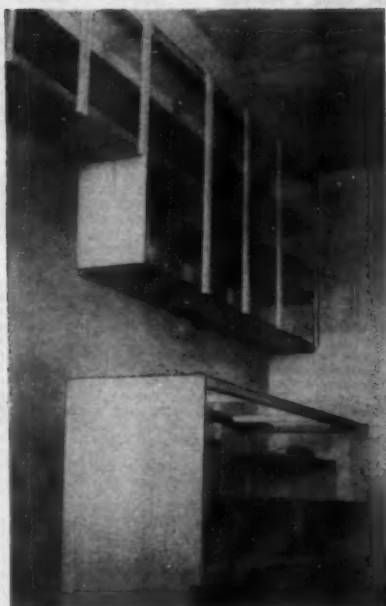


BOTH BACKSLASH, countertop are made of the new plastic-core building material. In quantity amounts, a door 7/16x17 1/2x24 is \$2.87. The 30" door is \$3.47. The 42" door is \$5.28, not bad for warp-proof material.



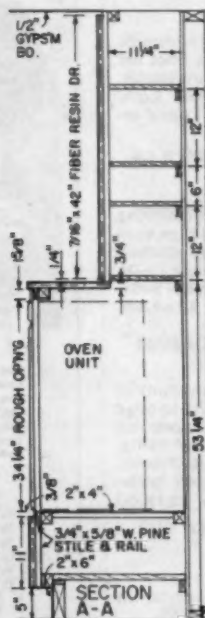
ELEVATION of built-in range, oven-cabinet wall features a Lau exhaust hood with two lights and two filters. Amos-Thompson plastic drawers are used to speed assembly. For inside dimensions, see opposite.

GUIDE FOR THE MONTH OF NOVEMBER



FIRST-STAGE construction of sink-refrigerator elevation begins with application of the dry-wall. Base and wall units are fastened directly to dry wall. Upper 2x2 bracing strip is nailed to lower chord of the 2x4 truss.

NEXT STEP is to paint wall and base-cabinet units. After this, sink and countertop are installed. All that remains now is the installation of the cabinet doors to vertical members of the pre-painted frames.



FIRST STAGE of construction of built-in range and oven cabinet wall is similar to opposite sink wall. Interesting feature: counter space above built-in range. It's actually cheaper to frame cabinet this way.

CABINET FRAMES have been painted, oven installed. The four plastic drawers in the foreground were cut from one full piece of Fibersin. This was done on the site. Wood grain on doors were perfectly matched.

Builders and contractors know... THE SIGHT IS RIGHT WITH A

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WHITE

FOR CONTRACTORS

A brand new transit designed for your particular needs. Only one of its type on the market. Use for fast, accurate surveys for grading, road construction, other major jobs. Rugged, simplified construction with all the features you need: double centering, revolves 360 degrees for reverse readings, reads to one minute, vertically and horizontally. *T8200 Contractors' Transit*. Includes new American-style, wide-frame tripod. *Retail for \$375.00

*Retail for \$375.00



For Concrete Contractors—Determine differences in elevation, run lines for curbs, plumb walls, lay out angles. New streamlined styling. *T8007 Light Construction Level-Transit*. Tripod included. Retail for \$89.50.

For Excavators—For determining grade, setting out building stakes, running lines, sloping drainage ditches. *T8114 Builders' 12-Inch Dumpy Level*. Includes new American-style, wide-frame tripod. *Retail for \$169.50.

For Builders—Heavy-duty instrument for building construction. Use to align piers, plumb walls, level floors, lay out foundations and drain tiling. *T8300 Universal Builders' Level-Transit*. Includes new American-style, wide-frame tripod. *Retail for \$217.00

Write today for your free David White surveying instrument catalog.

*The T8200, T8300 and T8114 may be purchased at 10 per cent down at your lumber, building supply or hardware dealer.

Prices slightly higher west of the Rocky Mountains

DAVID WHITE INSTRUMENT COMPANY

Dept. C, 2031 North Nineteenth Street, Milwaukee 5, Wisconsin

ESTIMATING TAKE-OFF

(Continued from page 91)

CONCRETE CONSTRUCTION & FINISH

2500# Conc. Found. & Pier Footing	285 cu. ft.
2500# Conc. Found. & Pier Footing Forms	390 sq. ft.
2500# Conc. Found. & Pier Wall	515 cu. ft.
2500# Conc. Found. & Pier Wall Forms	1,390 sq. ft.
2500# Conc. Structural Pier	10 cu. ft.
2500# Conc. Structural Pier Forms	30 sq. ft.
2500# Conc. 4" Cor. & Wlk. Slab OG	350 sq. ft.
2500# Conc. 4" Terrace Slab OG	180 sq. ft.
Monolithic Floor Finish	275 sq. ft.
Monolithic Floor Wd. Ftn. Fin.	255 sq. ft.
Sprayed 1" Found. Insulation	410 sq. ft.
#4 Steel Reinforc'g. Rod	23 lin. ft.

BRICK & BLOCK CONSTRUCTION & VENEER

Face Brick 4" Ext. Wall Veneer	630 sq. ft.
Stone 3x5" Wall Capping	175 lin. ft.
Stone 2x10" Wall Capping	5 lin. ft.
Prefab. 14x14"x18" Chimney, & Acc.	1 unit
Fabric Spandrel Flashing	180 sq. ft.

LUMBER FRAMING & CONSTRUCTION

4x4" Fir Window Column	5 lin. ft.
3x8" Fir Valley Rafters	30 lin. ft.
2-2x12" Fir Ceiling Beam	20 lin. ft.
2x10" Fir 16" o.c. Fir. Joists	1,300 sq. ft.
2x10" Fir Joists Box In	85 lin. ft.
2x10" Fir Joists Obl. Up	165 lin. ft.
2x8" Fir Ridge Board	75 lin. ft.
2x8" Fir 16" o.c. Wall Part. S&P	25 sq. ft.
2x6" Fir 16" o.c. Cell Joists	1,640 sq. ft.
2x6" Fir 16" o.c. Roof Joists	2,160 sq. ft.
2x6" Fir Collar Ties	150 lin. ft.
2x6" Fir 16" o.c. Wall Part. S&P	140 sq. ft.
2x4" Fir 16" o.c. Wall Studs S&P	1,655 sq. ft.
2x4" Fir 16" o.c. Wall Part. S&P	1,460 sq. ft.
2x4" Fir Wall Sill	305 lin. ft.
2x3" Fir 16" o.c. Wall Part. S&P	125 sq. ft.
25/32" Rigid Fibr. Wall Lining	1,475 sq. ft.
1x2" Pine Window Block	230 lin. ft.
5/8" Plywood Floor Lining	1,300 sq. ft.
5/16" Plywood Roof Lining	2,160 sq. ft.
5/8" Plyscord Floor Lining	170 sq. ft.
1x3" Pine Joists Bridging	210 lin. ft.
13# Felt Roof Vapor Barrier	2,160 sq. ft.
Membrane Floor Vapor Barrier	1,205 sq. ft.
Asphalt Roof Shingles	2,160 sq. ft.
w/Vap. Bar. Fbr. Glass 4" Batt. Cell. Insulation	1,640 sq. ft.
2x3" Fir 16" o.c. S&P. Furring	25 sq. ft.

METAL MISCELLANEOUS & ORNAMENTAL WORK

7" I Steel 15.3# Floor Girder	32 lin. ft.
8x8x1/4" Steel Bearing Plates	4 units
1/2" Steel 12" Anchor Bolts N.&W.	24 units
Aluminum 8x18" Patch Vents	5 units
Copper 6x30x6" Platr. Box	1 unit

METAL SHEET WORK

Galv. Metal 6" Chim. Base Flashing	8 lin. ft.
Galv. Metal 8" Chim. Cap. Flashing	8 lin. ft.
Galv. Metal 12" Valley Flashing	30 lin. ft.
Galv. Metal 10" Patch Flashing	35 lin. ft.
Aluminum 10" Cable Lever & Scr.	2 units

GYP. BD. 1/2" WALL & CEIL. BOARDING

Gyp. Board 1/2" Ceil. T. J. Boarding	1,390 sq. ft.
Gyp. Board 1/2" Wall T. J. Boarding	3,840 sq. ft.
Gyp. Board 1/2" Wall C. T. Lining	175 sq. ft.
Metal Corner Beads	70 lin. ft.

OAK PARQUET FINISH FLOORING

Oak Parquet 1/2" Finish Flooring	885 sq. ft.
Machine Floor Sanding	885 sq. ft.
Varnish Floor 2 Coats	885 sq. ft.

PAINT EXTERIOR & INTERIOR FINISH

Lead & Oil Ext. Siding 2 Coats	860 sq. ft.
Lead & Oil Ext. Millwk. 2 Coats	1,125 sq. ft.
Lead & Oil Int. Millwk. 2 Coats	350 sq. ft.
Str. & Varn. Int. Doors 3 Coats	560 sq. ft.
Lead & Oil Gyp. Bd. Ceil. 2 Coats	1,390 sq. ft.
Lead & Oil Gyp. Bd. Wall 2 Coats	3,840 sq. ft.
Lead & Oil Sil. Wind. 2 Coats	280 sq. ft.

WOOD EXTERIOR & INTERIOR MILLWORK

1 1/2" Wh. Pine 5'x6'8" Fl. Ext. Door, F&T	1 unit
1 1/2" Wh. Pine 2'8x6'8" Glz. Ext. Door, F&T	1 unit
1 1/2" Bir. Ven. 2'8x6'8" Fl. Int. Door, F&T	4 units
1 1/2" Bir. Ven. 2'2x6'8" Fl. Int. Door, F&T	3 units
1 1/2" Bir. Ven. 2'x6'8" Fl. Int. Door, F&T	2 units
1 1/2" Bir. Ven. 1'6x6'8" Fl. Int. Door, F&T	3 units
1" Bir. Ven. 5'x6'8" Flgd Int. Door, F&T	2 units
1" Bir. Ven. 4'x6'8" Flgd Int. Door, F&T	1 unit
1" Bir. Ven. 3'x6'8" Flgd Int. Door, F&T	1 unit
1 1/2" Wh. Pine 7x7" Glz. O.H. Door, F&T	1 unit
1 1/2" Wh. Pine 1'10x6'8" Int. Door, F&T	1 unit
5/16x8" Hrd. Bd. Vert. Wall V.J. Siding	840 sq. ft.
5/16x3" Wh. Pine Patch V.J. Ceiling	60 sq. ft.
5/16" Ext. Plywd. S&P Boarding	390 sq. ft.
1x12" Wh. Pine Ext. Fascia Boarding	200 lin. ft.
1x12" Wh. Pine Closet Cleat & Shelving	65 lin. ft.

1x6" Wh. Pine Ext. Fascia Boarding	200 lin. ft.
1x2" Wh. Pine Ext. Fascia Moulding	200 lin. ft.
1x1 1/2" Wh. Pine Ext. Cove Moulding	200 lin. ft.
1x1 1/2" Wh. Pine Wl. Siding Moulding	150 lin. ft.
3/4" x 4" Wh. Pine Wall Base	290 lin. ft.
3/4" Wh. Pine Quarter Rd. Moulding	290 lin. ft.
3/4" Wh. Pine 4'x4'x3" Trellis	1 unit
3/4" Wh. Pine 3'x5'x4" Open Shelves	1 unit
Dbl. Cl. Glass Door & Wndw. Panes	140 sq. ft.
1/2" Pl. Cl. Glass Slid. Door Panes	60 sq. ft.
1/4" Plywd. Access Door	10 sq. ft.

PREFINISHED KITCHEN CABINETS & ACC.

Wood 8'x2'x3' Sink Cab. & Acc.	1 unit
Wood 6'x2'x3' Base Cab. & Acc.	1 unit
Wood 1'x2'x3' Cor. Cab. & Acc.	1 unit
Wood 2'x1'x2'6 Wall Cab. & Acc.	3 units
Wood 2'x1'x1'6 Wall Cab. & Acc.	1 unit
Wood 2'x1'x1'6 Wall Cab. & Acc.	1 unit
Wood 1'x1'x2'6 Wall Cab. & Acc.	1 unit
Wood 2'x2'x2'6 Base Cab. & Acc.	1 unit
Wood 2'x1'x2'6 Wall Cab. & Acc.	1 unit
Wood 3'x1'x1' Wall Cab. & Acc.	1 unit
Wood 5'x1'x2'6 Wall Cab. & Acc.	1 unit
Plastic-Laminated Counter Tops	35 sq. ft.

TOILET ACCESSORIES & FITTINGS

Chr. Metal 30" Towel Racks	2 units
Chr. Metal Toile. Paper Holders	2 units
Chr. Metal Soap Holders	3 units
Mil. & Glass 24x30" Med. Cabinet	2 units

STEEL SASH FIXED & PROJ. WIND., F & T

Steel Sash 6x4' Dbl. Proj. Wind., F&T	2 units
Steel Sash 3'x3'9 Dbl. Hng. Wind., F&T	2 units
Steel Sash 3x4' Proj. Wind., F&T	1 unit
Steel Sash 3'x3'6 Dbl. Hng. Wind., F&T	1 unit
Steel Sash 3'x3'4 Dbl. Hng. Wind., F&T	1 unit
Steel Sash 3'x3' Dbl. Hng. Wind., F&T	2 units
Steel Sash 2'x3' Dbl. Hng. Wind., F&T	2 units
1 3/4" Steel 8'8"x7' Glx. Ext. Dr., Slid., F&T	1 unit

CERAMIC FLOOR & WALL TILING

Cor. & Mast. Bthrm. Wall Tiling	135 sq. ft.
Cor. & Mast. Bthrm. Floor Tiling	55 sq. ft.
Cor. & Mast. 6" Wall Base	40 lin. ft.

ASPHALT & RUBBER FLOOR & BASE TILING

Asphalt Floor Tiling	140 sq. ft.
Rubber 4" Wall Base	60 lin. ft.

STOP FREEZING

MASTER

PORTABLE HEATERS

make it warm

everywhere...

keep your profits high



A Master forced air heater warms men indoors or out, thaws and dries materials, prevents damage from freezing. Burns kerosene. Plugs into 115 volt AC outlet. No fumes, needs no vent. Portable and safe. Economical, too... one B-125 will heat an area equal to the average 6-room house for only 15¢ an hour. Ideal for general and sub-contractors. Call your Master distributor for immediate delivery or free trial.



125,000 BTU/hr



250,000 BTU/hr

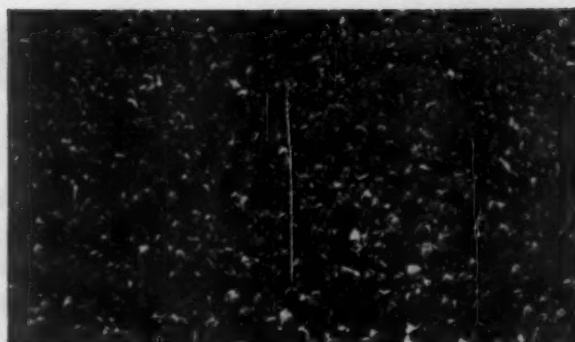


400,000 BTU/hr

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NOVEMBER 1958



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Year after year, leaders in the building industry from all parts of the country attend NAHB's Annual Convention and Exposition in Chicago—acknowledged the greatest show of its kind in the world.

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All Non-Members of NAHB: Register direct with Chicago Convention and Exposition headquarters.

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APPROX. 18 GA. SHEET MET. STRIP

FLEXIBLE metal form is 18 ga. sheet metal. Stove bolts hold form in various positions.

Use sheet metal forms . . .



straight sidewalk or curved walk is not desirable in homes such as these. At least this is the trend! I now pour stepping-stones in place by using sheet-metal forms.

These stones range in size from 1½' to 6' in diameter. I bored holes in the 18 ga. sheet metal and used stove bolts to hold the joint together (extra holes are for various sizes). I put the head on the outside and after pouring, removed bolts and strip forms, leaving nuts in edges of stones. Holes are also used to splice metal together for larger stones.

. . . to cast stepping stones

Here in Miami, I am building homes in the \$30,-\$50,000 price range. The

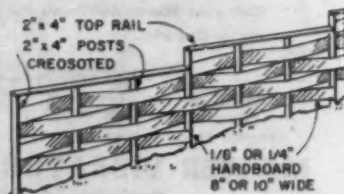
These forms are flexible enough to make kidney-shaped stones of almost any shape. This type of form can be used over and over. It is easy to stack and store and is, in my opinion, superior to other methods or materials.

Charles T. Palmer
N. Miami Beach, Fla.

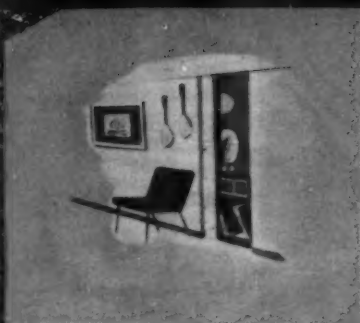
Striking basket weave fence made of excess 2x4's

Here is a fence we use so often, you may have seen it before. It's made of excess 2x4's and hardboard. Upon completion we use a cheap paint roller and give whole fence an application of creosote, which turns the hardboard a deep chestnut brown.

Eugene Landis, Ephrata, Pa.



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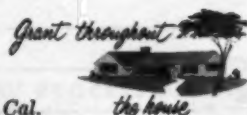
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HOW TO DO IT BETTER

(Continued from page 156)

Making it easy for home buyer

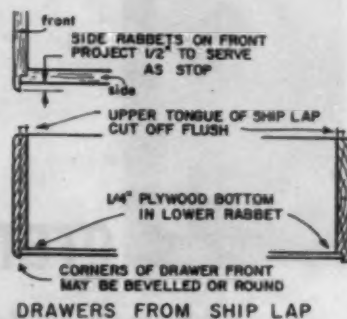
We make it easier for the eventual home buyer to hang draperies and curtains by nailing in wood



blocks between adjacent studs on either side of every window.

That way the homeowner needn't plug, drill or drive anchors or use toggles, since wood screws will go right through the plaster and hold in the wood blocks.

Harry J. Miller
Sarasota, Fla.



Utility drawers made from shiplap cost less

Here is how you can satisfy that need for low-cost utility drawers for use in the shop, garage, basement or storeroom using stand-type shiplap. First, cut off one edge of shiplap tongue, leaving bottom as shown above. Side sections of drawer and back end are rabbetted 1/2" at each end. Rabbets on each end of drawer face, however, are 1" long to give a 1/2" projection to each side to serve as stops. The 1/4" plywood bottom is fitted into the 1/2" bottom rabbet at all four sides. Rabbet is nailed with threaded nails for a permanent job.

Arthur N. Nelson
Kansas City, Mo.



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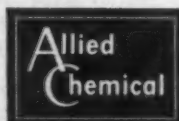
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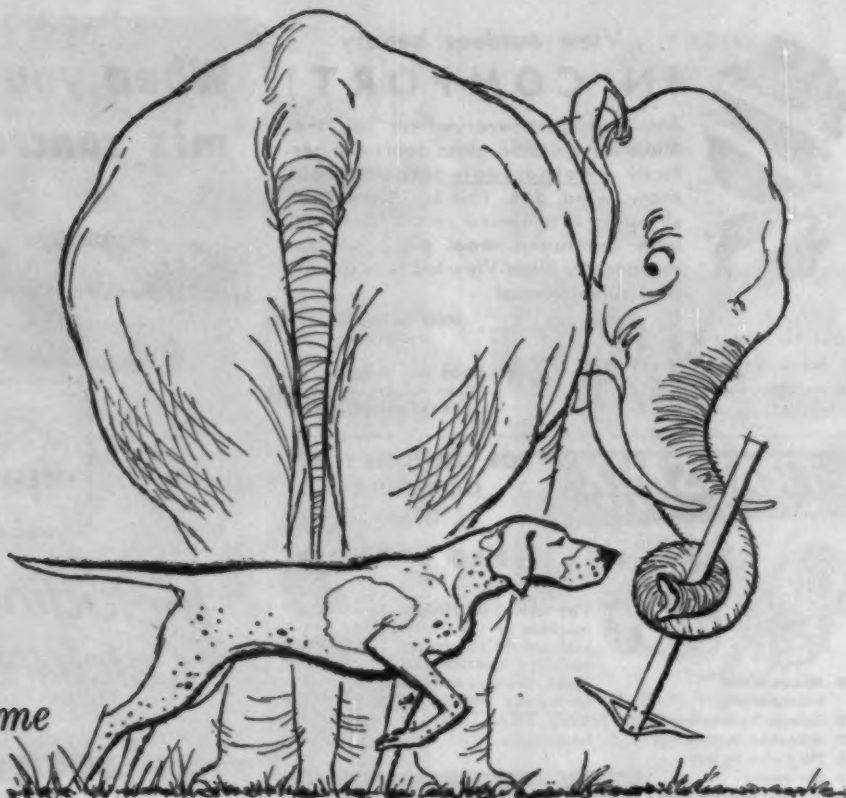
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<input type="checkbox"/> Send hotel reservation blanks.	

NORTHUP'S COLUMN

(Continued from page 26)

imous in saying that the kitchen is the heart or core of the home. They called it the most important room in the house, both in function and location."

"The housewives want their homes planned to save a maximum of time for the housewife, so that she will have more time for family life, community interests, and self-development."

"All three homes have a living room and foyer, family room, dining room or dining area, three bedrooms, full bath and half bath, kitchen, a rear or side entrance, and a utility room or basement with laundry."

"One principle the women laid down was that a house should have two separate zones: a quiet zone and an activity zone. The bedrooms and the living room, which constitutes the quiet area, are off in one part of the house. The family room, kitchen, laundry, and rear entrance are together in the activity zone."

"Then they said that the public side of the house—which means the living room, vestibule or foyer, and dining room—should be on the front of the home, so as to insure privacy and freedom to relax in the family side."

"The family side, or informal area—kitchen, family room, and outdoor area—goes on the rear, away from the street, cut off completely from the public area."

"Next, our housewives specified that there should be a minimum of traffic through the living room and dining room, so as to hold down the amount of cleaning, wear and tear and noise."

"The women then said that the house should be arranged so that halls and closets serve as buffers between various zones and areas."

"The women wanted the kitchen on the south side of the house so that it will be bright and cheery in the morning. And that's just where it is. They also wanted the kitchen on the back of the house with a nice, cheery window over the sink so that they can supervise the children in the play yard."

"Our housewives also insisted that the kitchen should have easy, quick access to all parts of the house, so they don't have to go through any room to get to any other room. They preferred, but did not insist, that the kitchen should be U-shaped, so as to save as many steps as possible."



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Ask the experts...

Concrete stair and storage problem

Wood steps need replacing, he'd like to make them of concrete, designed for one pouring

QUESTION:

I am and have been a subscriber to your magazine even before it became the American Builder.

There are wood steps (12) leading into the cellar of my home from the first floor. They're in need of replacing and I want to use concrete.

Would you be willing to send me a bit of information pertinent to the efficient construction of such a set of steps in concrete?

There are 6 steps going west and then a 90° turn with 6 steps going south. The com-

plete rise is 8' and the run each way of the turn is 4'.

I do not want the steps to have a complete fill behind, but rather would like to have a space under these steps for storage space. In other words I would like to have these steps hung on each succeeding step if at all possible.

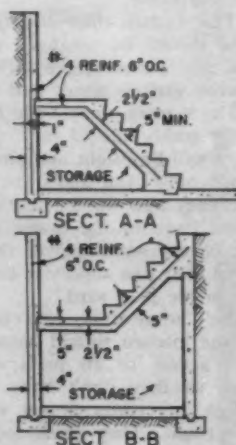
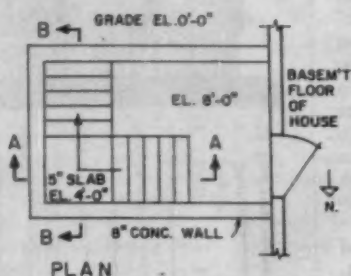
Would you please send me some information about the way or manner in which these steps could be constructed—perhaps in one pouring?

Warren A. Walker
Staten Island 1, N.Y.

ANSWER:

Since there wasn't an exact description of the stairwell provided in the question I shall assume a layout shown in the sketches below. The plan view and accompanying sectionals

should provide sufficient information to solve the combined stair and storage problem.
George A. Kennedy & Assoc.
Consulting Structural Engrs.
Chicago, Ill.



How to combine short 2x6's into one long span beam?

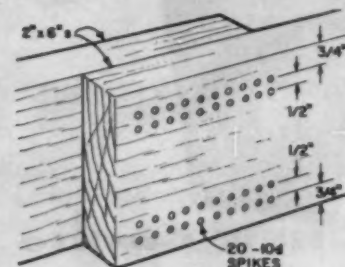
QUESTION: I have studied building codes and must agree with you that they are made originally to protect the buyer, but have become monsters to harass small builders like myself. Some inspectors, I find, are little czars.

Now for my question, I have looked in all kinds of books but have yet to find strength of nailed laminated timbers.

I have wrecked two large buildings recently which had a lot of 2x6's in them. I would like to nail-laminate the 2x6's and use them as beams for a wide expanse but wish to be sure of the proper method for nailing and lengths. I know this is old fashioned but it will save me money since the material is on hand.

Harry S. Palmer
Tillamook, Ore.

ANSWER: The method of nailing the members together is investigated below.



$$\frac{I}{C} (2 \times 6) = 8.57 \times 3 = \frac{M}{f} = \frac{M}{1500 \text{ psi}}$$

$$M = 11,100 \text{ in}^2$$

$$\text{ASSUME ARM} = 3 \times 8 = P = \frac{11,100}{3.625} = 2800 \text{ lb}$$

USING 10d SPIKES (3\"/>

Assuming the wood is #1 Douglas Fir—139 lb. per spike lateral resistance is allowed. 2800/129 equals 20 spikes required, top and bottom. This joint will fully develop the 2x6 in bending. You are cautioned that this a general solution, concerning bending only, so please remember that for special cases of length and loading, deflection and shear must be considered.

George A. Kennedy & Assoc.
Structural Engineer
Chicago, Ill.

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1004-08

The Month Ahead

COMES WINTER

The chilly weather is here in most of our country, and building operations must change accordingly. If you build new houses, you should have the excavating under way for any homes you plan to complete this winter; if you remodel, you should think in terms of inside jobs, and avoid taking the roofs off houses; and if you live in a sunny southern climate, you should be very, very thankful.

CONVENTION TIME

It's time to start thinking about January's NAHB Convention in Chicago. There are a number of reasons why this annual builders' blast can be very valuable to you.

You will see the products that will help you sell your houses in 1959. The convention is always the showcase manufacturers use to display their newest ideas.

You'll be able to attend literally dozens of conferences and panel discussions aimed at making you a better builder. Subjects will range from how to cut costs in the field to how best to handle your taxes after you've gotten the house built and sold.

You'll have a good time. Chicago is a great town to relax in. And if you want to boost your stock at home, bring your wife along and turn her loose on a shopping spree. She'll enjoy it, even if the bite hurts you a little.

More mileage from Lu-Re-Co

In last month's lumber dealer feature, we pointed out the many services available to you through your local dealer. Now, for the months ahead the Lumber Dealer's Research Council has added another: a simplified way to adapt almost any plan to the Lu-Re-Co system.

First, Lu-Re-Co and the National Plan Service have gotten together and made it possible for any of the NPS plans to be adapted to Lu-Re-Co. For a fee of between \$50 and \$75, you can buy complete working drawings of a panelized NPS plan.

Second, you can send your customer's plan to the National Plan Service and have it adapted to Lu-Re-Co.

And third, custom design service is available to turn your and your customer's ideas and sketches into a complete Lu-Re-Co plan. Fees for these last two services are charged on an individual job basis.

Any planning you are doing for next year should include a look at a components system. You can't do much about the high cost of land, materials, or labor; but you can improve your construction efficiency. Using components is one of the best ways to do it.

Start now on next year's parades

In their country-wide travels during National Home Week, one of the things AMERICAN BUILDER's editors found was fewer single-site parades of homes. There were various reasons why local home builder's associations changed over to scattered sites, but one of the most important was the difficulty in finding land. Very often it was a case of starting to look too late.

If this was your local problem, now is the time to make sure it doesn't happen next year. Go out and line up a good parade site right now.

COMING IN DECEMBER: How to build **traditional and modern from the same plan**...American Builder NHW contest: **36 winning model houses**; Hidden Value winners...**curing floor ills**...Building with Brains: roundup of the **latest in trusses**.



Warm shades of Maple and Cherry may be mixed, as shown, or installed singly—for contrasting subtle or random effects. Size: 9" x 9"; Standard and $\frac{1}{8}$ " thicknesses.

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